

MAY • 1958

Starchroom Laundry Journal

First in the Laundry Industry Since 1893

**Laundry Service Vehicles: Is
Interest Growing? Who's
Getting the Biggest Share?**

**Tips on Starchroom
Laundry Journal's \$10,000
Parade of Progress Contest**

**A Professional Laynderer
Looks at
COIN OPERATIONS**

*Planning planner
Charles J. Taylor
operational control
coin-operated laundry
Robert Taylor
A guide to the
Laundry Journal's
Coin-Operated
Laundry Contest
and how to win
the grand prize*





Stop fugitives from running!

Use RIDDAX[®]

Just think! Colors can't run when you use RIDDAX, the complete washing compound. With RIDDAX, you can mix most fabrics of different colors in the same wash without fear of redeposition of loose dyes!

That's because RIDDAX is compounded with a colloidal ingredient which adsorbs fugitive dyes . . . makes white stripes and white backgrounds in colored work stand out clear and bright.

And, with a unique combination of solvents, oils, and specially formulated alkalies, RIDDAX rapidly and effectively dissolves soil, removes

perspiration stains thoroughly — at high or low washing temperatures! Perfect for colored sport shirts, prints, slacks, shag rugs, and draperies!

This complete washing compound gives colored clothes that pleasant fragrance and luxurious softness — at lowest use-cost, too!

See RIDDAX at work in your own laundry. (It is also ideal for greasy overalls and mops!) Just call your Wyandotte jobber or representative for a demonstration today! Wyandotte Chemicals Corp., Wyandotte, Mich. Also, Los Nietos, Calif. Offices in principal cities.



Wyandotte CHEMICALS

J. B. FORD DIVISION

SPECIALISTS IN LAUNDRY WASHING PRODUCTS

for perfect layback collars

✓ SHIRTS THAT LOOK LIKE NEW
... NOT "LAUNDERED"

✓ TRUE COLLAR COMFORT

✓ NATURAL
NECK-SHAPED
COLLARS

✓ NO BREAKOVERS

✓ NO DISTORTION

✓ COLLAR POINTS LIE
FLAT — NOT CURLED

✓ NEW POWER FOR
ADDED SELLING

✓ COLLARS THAT PACK
FLAT WITHOUT CRUSHING

✓ MORE SHIRTS PER BOX,
PER SHELF, PER TRUCK

✓ MORE SHIRTS IN A GRIP
OR DRESSER DRAWER

YOU NEED BOTH

**Bishop TRIANGULAR
LAYBACK™
Buttoner
Post**

PAT. APPLIED FOR

**Bishop
LAYBACK™
collar-Former**
*The Non-Crush, Flat-Pak
Spring-Back Method*

QUALITY & PRODUCTION ADVANTAGES OF LAYBACK BUTTONER POST:



**Reduces Breakovers
of Collars at Front**



**Pre-shapes Collars
to Avoid Distortion**



**Provides the Proper
Shoulder Fold Line**



**Collar Goes on Mold
Easier and Faster**



**BISHOP LAYBACK
BUTTONER POST**

Electric-heat head is
swivel mounted.

Model B9-18. **\$125**



**BISHOP "LAYBACK"
COLLAR-FORMING
CHANGE-A-BLOCK UNIT**

Mounts on base of a shirt-
folding table's existing collar
mold (after removing standup
parts). Consists of 4 Layback
Collar-Forming Blocks — each
equipped with 75-watt heat-
ers, regulated by thermostat
furnished—and terminal block
for the electrical connections.
For all makes & models of
shirt-fold tables.

MODEL B51-57 **\$145**



BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.

READER'S GUIDE

VOL. 65, NO. 5 MAY 1958

Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

Coin Stores: The Professional Viewpoint	By Henry Mozdzer	12
<i>Case history of one of the first coin-operated laundry installations in New England</i>		
Self-Service Plant Goes Pro	By Henry Mozdzer	18
Survey of Motor Truck Operations		20
Who Does Lion's Share of Laundry Volume?	By Gerald Whitman	24
Service: A Key to Sales	By Richard Vinocur	28
<i>One reason why Sterilized Diaper Service's men average 120 deliveries a day</i>		
How To Be a Winner in STARCHROOM's \$10,000 Contest		38
<i>Tips on selecting story material, what to say and how to say it in an effective manner</i>		
When Customers Move Away	By Harry Yeates	44
<i>Rescheduling routes can save the day</i>		
Electrical Motors—Starting Problems	By Joseph C. McCabe	60

CONVENTIONS

D.S.I.A. Gets New Selling Program	48
North Carolina Reelects Slate	52
M.I.L.M.A. vs. the Golden Villain	52
Laundry Managers Review Linen Preparation	56

DEPARTMENTS

New Products and Literature	6	News From the Allied Trades	70
Editorial	10	Convention Calendar	75
Laundry Business Trends	16	Obituaries	75
For Your Information	46	Index to Advertisers	81
Rhapsody in Bellew	54	In the Wash	82
Laundry News Notes	66		

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

Starchroom Laundry Journal, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance. Please include your city delivery zone number.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook Issue: \$1.00.

STARCHROOM LAUNDRY JOURNAL, May 1958. Published monthly by Business Papers Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 305 East 45th Street, New York 17, N. Y. Volume 65, No. 5. Entire contents of this publication covered by general copyright, 1958, The Reuben H. Donnelley Corp. All rights reserved. Title registered in U. S. Patent Office. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



Laundry Lingo Cont.

In response to numerous requests from one of our readers, we once again take pen in hand with the hope that something will be done to standardize the use of laundry terminology. Last September, you will recall, we did our bit by proposing definitions for a number of commonly used laundry terms. Here are some others which might be added to the list:

White collar worker—shirt unit operator.

Price cutter—anyone who charges less than we do.

5 and 10—a coin-operated laundry.

Heat exchanger—staff member who handles customer complaints.

Water hammer—mallet used to soften hard water.

Boiler scale—a piece of equipment used to weigh boilers.

Pullman washer—washer used to process railroad work.

Y-pocket—(Good question!)

Button trap—the underside of a bureau.

Wash-and-wear garment—bathing suit.

Bosom press—random thoughts on watching Gina.

Loss leader—any service a competitor asks us about that's losing money.

Puffer—member of advertising or promotion department.

Alkali break—going on the wagon.

Trade press—a broken-down unit used in bargaining for new equipment.

Snoopervisor—a sneaky foreman.

Sales contest—a clever device enabling us to further overpay salesmen.

Quota—a fantastic figure derived from a rare, secret formula which only proves what a poor job we are doing.

We certainly hope more of our readers take this cause to heart. 'Cause we're running out of terms to standardize.

—Henry Mozdzer

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$18 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
STARCHROOM LAUNDRY JOURNAL
305 East 45th Street, New York 17, N. Y.

Increase ironer production up to 40% (and more) with Gibraltar's new

PHENOTEX FLATWORK IRONER COVERS

THE DACRON COVER TREATED WITH HEAT-REFLECTING (PHENOLIC) RESINS

- *Extremely fast drying*
- *No go-backs*
- *Increases ironer speeds in almost all cases*
- *Smooth, non-slip surface for beautiful ironing*
- *Abrasion resistant*
- *Static resistant*

EASY TO INSTALL • CAN BE PUT ON OVER OLD COVERS AND PADS

- *Does not "powder out" at roll ends;
no staining*
- *Hugs the roll*

AND IT COST LESS THAN MOST COVERS

GIBRALTAR

FABRICS, INC.

254 - 36th Street, Brooklyn 32, N. Y.

Sold
through
leading
jobbers
everywhere

PHENOTEX COVERS

are available separately or as part of the new

GIBRALTAR

**NYLOREX-PHENOTEX
ASSEMBLIES**

*Complete with pads
ready to install*

NEW—FROM AMERICAN EXTRAULIC HYDRAULIC EXTRACTOR

For laundries having need for pressure-type extraction, the all-new American Deluxe EXTRAULIC is the finest, most efficient extractor of its kind. Gives high production at low investment, with low operating cost.

The Deluxe EXTRAULIC has capacity of up to 200-lbs. dry wt. and will produce up to seven loads an hour, depending on type of work. Can be installed easily and economically in minimum floor space . . . operates without vibration, requires no special foundation, no special wiring, or separate water tank.

Removes more water - - faster!

High, equalized working pressure — *A.S.M.E. certified for 400 p.s.i.* — forces diaphragm bag to conform to shape of load, eliminates pockets where water might collect.

EXTRAULIC reaches maximum pressure in just 2 minutes. Pressure Chamber cover, with 1200 perforations, permits fast discharge of water from work. Built-in Reservoir stores pressure water from Pressure Chamber for re-use — reduces water consumption.

Completely automatic cycle

Simply pressing a button starts extracting cycle. *Automatically*, water is pumped from Reservoir into Pressure Chamber for speedy extraction. At end of *automatically* reset cycle, water is pumped back to Reservoir . . . *automatically*.

The EXTRAULIC's completely automatic operation, from start to finish of the extracting cycle, saves labor and gives operator more time for other duties.

If you are one of the laundrymen who have need for pressure-type extractors, it will pay you to investigate the all-new Deluxe EXTRAULIC Hydraulic Extractor. Get all the important facts from your nearby American Man from the Factory, or mail coupon.

The American Laundry Machinery Company, Cincinnati 12, Ohio



Jib Crane and Mast, Electric Hoist and Trolley, Stainless Steel Truck Tub and Nylon Sling shown in above illustration are furnished as optional extras with the all-new EXTRAULIC Hydraulic Extractor.

The American Laundry Machinery Company, Cincinnati 12, Ohio

ALM-523 R

Please send illustrated Catalog AC 320-002 on the new EXTRAULIC Extractor.

Name

Care of

Address

City

Zone

State

You get more from

American



NEW PRODUCTS and LITERATURE

Ald Poster Program for Spring Sales



A new 1958 quarterly poster program as point-of-sale material for the use of authorized Westinghouse Laundromat equipped stores has been produced by Ald, Inc. The program is designed for use in both attended and coin-metered laundry stores.

Each Spring Kit contains a

giant-sized banner in color, a spring cleaning streamer, a laundry store cartoon and a supply of Scotch tape. This year the company is featuring low-cost promotions that can be individually adapted to each store.

For further information write to Ald, Inc., 3549 North Clark St., Chicago, Ill.

New Pinnacle Electrical Marking Machine



A new marking machine especially developed to meet the specifications of laundry operators throughout the country has been developed by the Pinnacle Products Corp. The "Polymark, III" is a table-top machine which is all electrical, and plugs into any 110 volt line. For maximum production, the manufacturer suggests that it be used with the specially designed

Polymark booth and trough unit.

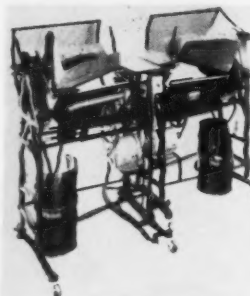
Other features of the Mark III include the finger grip (patented) for easy tab removal, a "no hang" operating lever to speed the process, a quick threading tape change, a clearly viewed solvent tank window and a quick advance lever for changing numbers.

At extra cost the Mark III can be equipped with a "Quick Reset Counter" used to count the pieces in each bundle or lot. The main control is mounted inside the machine.

All major assemblies may be quickly removed, says the manufacturer. By releasing one catch the entire print head and inking ribbons can be taken off for easy cleaning and maintenance.

For complete details write to Pinnacle Products Corp., 188 Tarrytown Rd., Elmsford, N. Y.

For Tying Roller Towels



A specially designed machine for tying continuous or roller towels before laundering has been developed by the B. H. Bunn Company.

The "Roll Towel Tandem" consists of two machines operating together as a unit so that the rolls are tied at both ends simultaneously. The operator places the roll on the machine's table and presses the foot trip. The two tying arms circle the roll with twine, securing it at the proper tension. The machine ties the twine into a nonslip, double loop knot and then cuts the twine.

For further information write to B. H. Bunn Company, 7605 Vincennes Ave., Chicago 20, Ill.

W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

Guards Spare Poly Bags

Tillery Container Corporation suggests its Sna-Pon hanger guards to prevent puncturing of the polyethylene bags used to protect cleaned and laundered garments. The ends of the Sna-Pon guards, being blunt, will not snag the plastic bags, Tillery claims.

For further information write to Tillery Container Corporation, 6000 Wilson Ave., Kansas City 23, Mo.

New Identification System



A new system of laundry identification, known as "The Key-Tag Lot Control System" has been introduced by the Key-Tag Checking System Co. With Key-Tag Lot Control, both the large family bundle and the modern small piece-price bundle are put on the same efficient basis.

The new system also permits substantial savings on identification labor cost since unskilled employees can be used. According to the manufacturing company, new mark-in girls are fully trained in four hours.

Key-Tag Lot Control combines the best of the "pin and net" method with a new kind of limited "full identification." Mistakes and delays in assembly are impossible because identification no longer depends on employees reading numbers. Pieces that do not belong in a bundle cannot get past the Key-

Cissell Aluminum Condenser



W. M. Cissell Manufacturing Co., Inc., has announced a new and improved type of condenser to be used with any water spray gun. The Cissell Condenser is made of die-cast aluminum in two halves—an upper and lower section. A 200-mesh Monel screen is sealed between the two sections with an "O" ring gasket. This very fine screen serves as a strainer or filter within the condenser. The upper and lower sections are joined together by cap screws that tightly seal the halves into one body. The condenser is cleaned simply by taking it apart.

The large-surface strainer on the condenser keeps grit and sediment from passing through the hose into the spray gun.

For complete details write to

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

"My HAT'S OFF TO YOU, LAUNDRYMEN . . ."

A tribute by "Poke"

If every industry in the U. S. would do what the American laundry industry appears to be doing, this country would soon snap out of the so called recession and we would be riding a high tide of solid prosperity.

You know I've been preaching the gospel of cutting production costs by closer scrutiny of operating methods and by investing in new labor saving equipment, wherever such equipment would seem to be practical.

Now I don't know whether my "preaching" had anything to do with it or not, but if my own business is any criterion, and I think it is, then the laundry owners and operators are taking action, positive action, the kind of forward looking action that makes for permanent progress and overrides economic roadblocks and detours. What I mean is that laundry men are investing in equipment, investing wisely and substantially—I know, because my own business shows it. SAGER sales are up—way up. SAGER Spreader sales for the first 3½ months of 1958 have attained 56% of the volume of ALL



M. A. Pocock

1957, and that was a darned good year for SAGER Spreaders. That shows, I think, that men in our industry are not discouraged or daunted by a recession, but have the guts and the wisdom to act progressively. In other words, they're courageous and smart. I congratulate you. This makes me feel awfully good, not just because my sales are good, but because of the renewed confidence it gives me in the men who have their money and time invested in the laundry business. It makes me feel proud to be associated with a live, progressive group, who realize they can't get over the top of a steep, icy covered hill just by sitting down looking at it. You've got to put on chains or go around it.

Keep it up boys, and we'll all go places. And I don't mean this to apply to SAGER Spreaders alone. Maybe your business doesn't warrant the purchase of a SAGER, it will pay you only if you handle 1,200 or more sheets and spreads per day. But there may be other modern equipment that your plant needs to replace obsolete or wornout machines that are costing you money to operate.

M. A. (Poke) Pocock

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."



Reduces Labor Turnover

No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

May 15, 1958

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day.

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____

Tag automatic mechanical check.

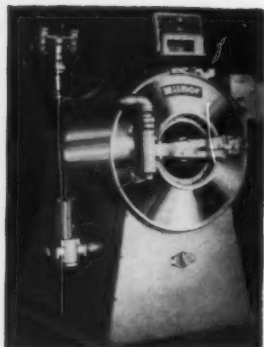
Under Lot Control, three things happen at once during mark-in. The customer's work is identified, classified for washing and classified for finishing. This does away with the usual reclassification for finishing at damp assembly.

Work is handled in lots of 20-customer bundles. Net and piece pins from each bundle are automatically counted. If all pins are present the bundle is complete.

The system was developed in cooperation with MacIntosh Associates, the largest chain of family laundries in the world. It was first installed in one of MacIntosh's Miami laundries where its success led to its adoption by other units of the chain.

For full details on the system's operation, write to Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio.

Milnor Washer-Extractor



A new 25-pound washer-extractor, self-balancing, open-pocket and open-end, has been developed by Pellerin Milnor Corporation.

According to the manufacturer, the operation is entirely automatic including supply injection. A new water inlet arrangement wets down the load immediately. Extraction speed is 1,000 r.p.m. The machine features 20-second intermediate extractions between suds, and rinses to mechanically reduce the volume of soiled water left

from each preceding operation. Washing time is reported as low as 15 minutes.

For further information write to Pellerin Milnor Corporation, P. O. Box 7313, New Orleans 19, La.

Low-Traffic Towel Cabinet



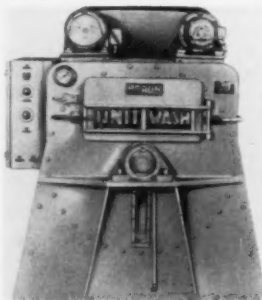
A 25-yard continuous cloth towel cabinet recently introduced by the Steiner Company permits linen suppliers to service small offices, stores and other small-volume users.

Made to accommodate either a 17-yard or 25-yard towel, the "Midliner" is available in two models—a time-stop cabinet and a mechanical-stop cabinet. The Duo-Vac time-stop model allows the user two 4 $\frac{3}{8}$ -inch pulls before timing takes place, while the Nu-Rol-Stop permits an unlimited number of short pulls.

Surface-mounted Midliner cabinets measure 13 $\frac{3}{4}$ by 14 $\frac{3}{4}$ by 6 $\frac{5}{8}$ inches and are made with a chrome or baked-enamel finish. The cabinets are available in various colors on special order.

For further information write to the Steiner Company, 740 N. Rush St., Chicago 11, Ill.

Braun Washer-Extractor



A new 60-pound combination washer-extractor designed especially for high-production cabinet shirt units has been developed by G. A. Braun, Inc.

Features of the unit include reverse wash action, outboard bearings, double labyrinth seals, electric clutch, top-mounted drive and rugged frame construction. The Braun Unit is

available in semi-automatic, and completely automatic with automatic supply dispenser.

According to its manufacturer, fabrics are washed and extracted, ready for the ironer or presses in cycles of 30 to 50 minutes, depending on the classification of work.

For further information write to G. A. Braun, Inc., 461 E. Brighton Ave., P. O. Box 124, Colvin Station, Syracuse 5, N. Y.

New Anti-Static Use

Signal Chemical announces that its product Anti-Lint is also effective in removing static from flatwork ironers, in addition to stopping lint and static in the drycleaning tumbler. When Anti-Lint is sprayed on the rollers and apron, it eliminates static electricity and stops the balling up of clothes, Signal states.

For further information write to Signal Chemical, 5020 Richmond Rd., Bedford, Ohio.

Teflon Industrial Hose



A new industrial hose of Teflon, manufactured by Aeroquip Corp., is designed for solving maintenance problems on drycleaning and laundry presses. Teflon, a DuPont product, is flexible and said to resist temperatures up to 500° F.

The hose of Teflon has "super-gem" fittings available in pipe, J.I.C. swivel, and two-bolt flange fittings.

Further information and Industrial Engineering Bulletin 26-B may be obtained from Aeroquip Corporation, 300 S. East Ave., Jackson, Mich.

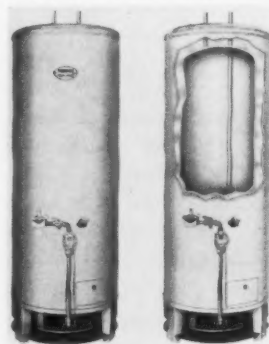
Water Softeners Bulletin

Elgin Softener Corporation now has available Bulletin 611C, containing information on its latest automatic and manual zeolite water softeners. The bulletin also tells how present water softeners can be modernized to give 3 to 10 times more soft water. Zeolites of all types for any service requirement or water characteristics are also presented.

Copies of the bulletin may be

obtained from the Elgin Softener Corporation, 150 N. Grove Ave., Elgin, Ill.

Copper-Core Water Heater



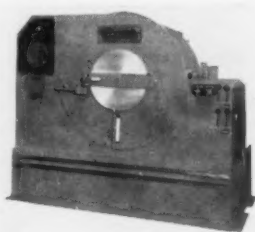
A new high-input copper-core commercial water heater, known as the COM-65, has been introduced by Trageser Copper Works, Inc.

The new water heater is a 65-gallon unit with an input of 100,000 B.t.u. for natural, manufactured, and mixed gases. It recovers 84 gallons per hour at a rise of 100° F. The new unit completely meets all A.G.A. specifications and bears its seal of approval.

The water heater has a solid copper tank encased in a steel shell, is tested to a pressure of 450 pounds per square inch and is suitable for working pressures up to 191 pounds. It has no tubes, and is a complete floater. A thick blanket of glass fiber insulation covers the tank from top to bottom.

For further information write to Trageser Copper Works, Inc., New York International Airport, Jamaica 30, N. Y.

Washex Bulletin Available



A newly released brochure by Washex describes the main features of its P-45 Syntomat Package Unit for synthetic solvent. This completely automatic 45-pound machine loads like a tumbler and is adaptable for one- or two-batch operation. Complete engineering data are listed in the brochure.

For a free copy of Bulletin T-236 write to Washex Ma-

Continued on page 73

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Each Feature Original-Each Feature Important

AJAX Automatic Expanding Bag



*Wrinkles are automatically pushed out of each shirt as it is expanded to its natural form and size regardless of cut or style. This eliminates mechanical expanders, overlay press and leaves off spray marks. Lets you handle the shirt less than ever before.

MODEL CBBY

Three simple lays on Ajax Supermatic Shirt Unit produce the perfect shirt

CABINET BOSOM-BODY YOKE PRESS

Easy to load, easy to operate. One easy lay, just 15 seconds, finishes front, back, and yoke with an incomparably fine finish. Features the amazing automatic expanding bag.*

AJAX High Velocity Heads



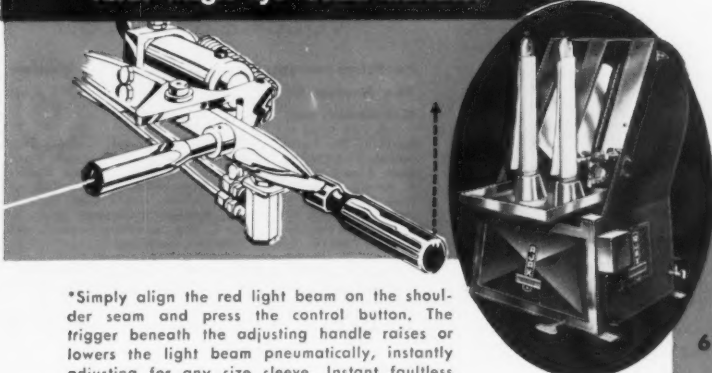
*The AJAX SUPERMATIC SHIRT UNIT'S high-velocity channelized steam chamber pressing heads are from 17% to 18% hotter than any other pressing head in its field. And exclusive "constant follow-up cam pressure" gives you the same top pressure and quality at the end of the week as you had at the beginning with fresh padding.

MODEL CCW

COLLAR & CUFF PRESS

Just one lay finishes both cuffs and collar in approximately 19 seconds with a lustrous fine finish so much in demand by your customers. Features high-velocity heads.*

AJAX 'Magic Eye' Seam Indicator



*Simply align the red light beam on the shoulder seam and press the control button. The trigger beneath the adjusting handle raises or lowers the light beam pneumatically, instantly adjusting for any size sleeve. Instant faultless finishing from cuff seam to shoulder seam. Light, quick responses. Flawless consistent performance.

MODEL CS

CABINET SLEEVE PRESS

Finishes both sleeves automatically, in one simple lay . . . just 11 seconds. Adds superb quality to every finished shirt to gain immediate customer approval. Features the unique "Magic-Eye" seam indicator.*

AJAX PRESSES

619 SO. 5th WEST - SALT LAKE CITY, UTAH

For additional information write to AJAX, Box 449, Salt Lake City, Utah, or call your local AJAX dealer.

Starchroom Editorial

What Are the Odds?

Just how much chance does a subscriber have to win one of the six top prizes in STARCHROOM LAUNDRY JOURNAL's great \$10,000 Parade of Progress Contest? Let's take just a few moments to analyze the odds.

- Unlike a consumer contest which is open to millions and millions of people, the Parade of Progress Contest is restricted to the laundry industry which, in itself, represents a very small segment of the total population.

- The Parade of Progress contest was conceived with the idea of stimulating the flow and exchange of ideas. We expect these ideas to come from the progressive plants across the country—from laundrymen who realize the opportunities the industry has to offer and who are doing something about it. Obviously, there are many others not so progressive who will never be heard from. This will narrow the field of competition still further.

- Since the contest's purpose is to root out ideas on sales and production, each entry is given *individual attention*—the winners aren't just picked out of a hat. This means every contestant has an equal chance. The size of the plant or the number of entries received doesn't matter. The idea is the thing.

- Coaching from the audience is allowed. The entry submitted doesn't have to be written by the plantowner himself. He may have a son, daughter or wife write it up or turn it over to someone in the plant. He may get an allied tradesman, his advertising agency, a newspaperman or anyone else he wants to help him.

Suggestions on what to write and how to write it are also provided in this issue. See "How To Be a Winner in STARCHROOM's \$10,000 Contest" beginning on page 38.

Leaders' Tribute: In 1883 a handful of men, meeting together in Chicago, formed the Laundry-owners National Association of the United States and Canada. Their organization was devoted to the cause of serving its members and the laundry industry. Now 75 years later that association carries on as the American Institute of Laundering.

To pay fitting tribute to these men who have been leaders through the years, the Institute has just issued a pictorial directory of members of the "Past Presidents and Directors Club," comprised of past presidents and directors of the Laundryowners

National Association and AIL, as well as former presidents of the Laundry and Machinery Manufacturers Association and the Laundry and Cleaners Allied Trades Association.

In reading through the biographies one cannot help but be impressed by the number of outstanding leaders we have had in the laundry industry and allied trades.

We would certainly be remiss if we did not add our appreciation and thanks to the men who served well to make ours one of the largest and best service industries in the nation. Well done.

Edward B. Wintersteen, Executive Manager

Henry Mozdzer, Editor

Lou Bellew, West Coast Editor

Gerald Whitman, Richard Vinocur,
Associate Editors—New York

Harry Yeates, Associate Editor, Chicago

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

Joseph C. McCabe, Engineering Editor

Louise Mazza, Editorial Assistant

Thomas J. Hanly, Business Manager

Muriel E. Poulos, Assistant to Business Manager

Frank L. Mack, Circulation Manager

John J. Martin, General Advertising Manager

Edward W. Korbel, Advertising Director

Richard M. Copeland, Midwestern Advertising Manager

Kenneth R. Harris

Midwestern Advertising Representative

Hugh Hollyday, Los Angeles Representative

Dave Zander, Los Angeles Representative

William Smith, San Francisco Representative

Catherine A. Carroll, Production Manager

VOLUME 65, NO. 5.

**Published monthly by the Business Papers Division,
The Reuben H. Donnelley Corporation, 305 East
45th Street, New York 17, N. Y.**

David L. Harrington, Chairman of the Board; Gaylord Donnelley, Vice-Chairman of the Board; Curtiss E. Frank, President; Albert M. Andersen, Executive Vice-President; Donald R. Arnold, Operating Vice-President; Harold P. Harper, Hamilton B. Mitchell, Giles B. McCallum, Noble Hall, Everett F. Nelson, Edward A. O'Rourke, Schuyler D. Hoslett, James H. Evans, Vice-Presidents; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000.

Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago 4, Illinois. Telephone: WEbster 9-5255.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California. Telephone, EX-brook 2-3723, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.



**"FACTORY BUILT"* TO BRING
YOU THESE ADVANTAGES...**



For washing results that will delight your customers and in the process save you time, manpower and money—try Ozonite.

Ozonite is a scientifically balanced complete soap. This means that it's ready to use as it comes to you from the factory. You add nothing—the soil removing and suspending agents are all in it. And Ozonite's uniform quality assures top-quality results,

load after load—even when used by an inexperienced washman. The convenient suds level guide tells him when he has added just the right amount of Ozonite for a proper washing mixture.

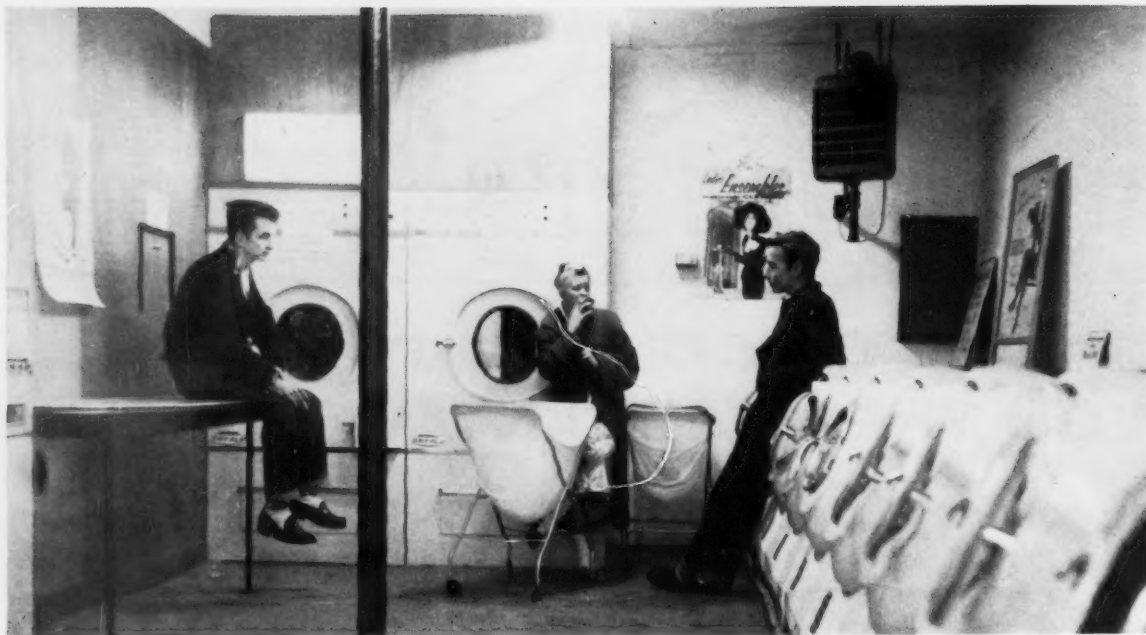
Why don't you, too, join the many laundrymen who find that washing is so much easier and economical with factory-built Ozonite?

*The complete ready-to-use soap.



Procter & Gamble

Bulk Soap Sales Department, P. O. Box 599, Cincinnati, Ohio



Smallest store measures 24 by 40 feet including attended section behind partition at left. Between 40 and 50 percent of store's volume is in self-service done at night

COIN STORES:

The Professional Viewpoint

Red Tag Laundry's pioneering experience
with combination stores is "must" reading

By **HENRY MOZDZER**

RED TAG LAUNDRY is well known throughout eastern Connecticut. While the main plant is located in Norwich, it has other outlets in New London, Groton and Willimantic, as well.

The bulk of the business is cash-and-carry. Red Tag operates 11 stores and 4 retail routes. Where possible these stores are located on the right-hand side of major roads leading into town—in neighborhood areas as opposed to shopping centers or downtown. "Convenience is the important thing," says plantowner Charles J. DuPont. "People are not inclined to carry laundry and drycleaning bundles any further than they have to."

Part of the success of Red Tag's store operations must be attributed to reasonable rent schedules. At the present time the firm pays between \$50

and \$100 a month per location. Of course, this doesn't happen by chance. When management finds a location it considers suitable, it will arrange to do its own decorating, repairing, electrical work, etc. This policy enables it to get a better break on the rent. Very often the landlord will not even require a lease.

The stores are open from 7:00 a.m. to 7:00 p.m. five days a week and from 7:00 a.m. to 6:00 p.m. on Saturday. The girls are paid on an incentive basis and take an active part in promoting various specials which the firm runs from time to time.

During a recent promotion the girls were each asked to make at least 20 phone calls a day to people in the immediate store area reminding them of the special offer. Records were made

of all calls and their disposition. The effort resulted in an average of 1,200 telephone solicitations being made each week during the three-week-long campaign.

Red Tag management believes that sales in a one-operator store open 54 hours should average at least \$500 a week for the store to be considered good. Most of Red Tag's stores exceed that average.

Up until 16 months ago, none of the stores was activated. All laundry and drycleaning work was fed back to the main plant for processing. Then management became interested in the coin-meter laundry operations as a business booster and decided to activate one of its established stores in this manner. Some of the results of this experiment are given here.



Store-within-store: Newest of Red Tag's combination stores is located in nearby New London, Connecticut

THE COIN-OPERATED laundry is a "gimmick" which should be good for five or ten years until the market is saturated. That's the opinion of plantowner Charles J. DuPont, Red Tag Laundry, Norwich, Connecticut.

Mr. DuPont opened what is believed to be one of the first coin-operated stores in New England 16 months ago. Today his firm has two additional coin installations while most laundrymen are still weighing the pros and cons.

The first Red Tag installation was more or less of an experiment. Mr. DuPont saw the coin operation as a possible means of stimulating branch store sales and wanted to try it out. Up until this time none of Red Tag's 11 branches was activated.

It was a relatively simple matter to convert one of the branches to a combination store. That is, one offering drop-off services as well as do-it-yourself facilities. Red Tag's combination store has a common door. But the attended service counter can be closed off to permit the self-service operation to stay open 24 hours a day, seven days a week.

One full-time girl handles all the drop-off work and stands ready to assist self-service customers in every way possible. She is paid on an incentive basis and also receives an extra bonus to see that the store and equipment are kept clean.

Drop-off customers may avail themselves of same-day service on laundry and drycleaning. Work brought in by

9:30 is ready by 4:30 that afternoon at no extra charge. Regular service is three days.

The base rate on drycleaning is \$1.39. Fluff-dry is priced at 5 pounds for \$1 plus 16 cents for each additional pound and 18 cents per shirt. The standard price on shirts is 27 cents for one or two and 25 cents for three or more. List price applies to all de luxe laundry work.

On the self-service side the price is 25 cents per washer load and 10 cents for 10 minutes use of the drier.

The first coin store opened quietly and sales were negligible. Mr. DuPont

attributes this to conservative Yankee traditions. And to the fact that the people were just not used to the new idea. Those who brought in a wash-dry-fold order preferred to leave it with the attendant and pick it up later. Red Tag obliged these patrons but charged 10 cents extra for each washer load and 15 cents extra per drier.

It wasn't until last summer that the self-service idea really caught on. And that was because the Norwich area was hit by a severe drought. A lot of people began using laundry service then and many of them started to take advantage of the self-service facilities and the savings they provided. Sales went up and have stayed up since.

An analysis of service popularity in the first combination store today shows that the self-service sales represent 34.5 percent of the total dollars taken. Drycleaning still provides the biggest chunk of business—45 percent. And regular service brings in 19.5 percent of the sales dollar.

A natural question to ask at this point is: Doesn't the coin operation take away business from the regular laundry operation? Red Tag management doesn't think so. At least the sales records do not warrant this conclusion.

Taking the sales records for the first eight weeks of this year in the combination store and weighing them against the first eight weeks of the previous year, improvement was noted in every service:

Self-service sales were up 24 percent.

Drycleaning sales increased 9 percent.

Laundry sales increased by 4 percent.

Continued on page 14



Attendant dials to bring finished work on storage conveyor up to portable counter. This particular store is attended 12 hours a day



Store is split lengthwise by partition separating drop-off from self-service section

While the gain in regular laundry sales was not especially high, Mr. DuPont is encouraged by it since the trend was upward. Many plant operators in all parts of the country consider the trend to be downward. Red Tag's gain also seems to substantiate the fact that coin-operated laundries appeal to an entirely different clientele—those not presently using any type of professional laundry service.

Red Tag converted a second branch to a combination operation six months ago and rose quickly almost to the level of the first combination store in just a matter of weeks.

The third and newest Red Tag combination store was opened in nearby New London just three months ago and the volume here is almost up to the others.

Of all the coin stores, this last one was given the greatest amount of promotional play and for good reason—two regular Red Tag branch stores in New London were slated to be closed down. Management wanted to retain the customers who had been developed there over the years by encouraging them to use the new combination store which was situated roughly midway between the two old



At closing time, portable counter is simply rolled back and sliding doors close off the office from self-service department, which is open around the clock



From every washer load...
you get uniforms that finish right
with Clinton Products

LOOKING FOR STARCHES that are quick-boiling—give fast penetration—permit easier ironing? You can depend on Clinton Corn starches for all these pluses in every washer load because:

**CONSISTENT FORMULATION MAKES
CLINTON PRODUCTS RELIABLE**

Three analytical control laboratories and several single-purpose testing stations are located at strategic points in our plant. They check

every stage in the processing of all products . . . they check all finished products to be sure specifications are met exactly. That's why you can depend on Clinton Products to do the job for which they are needed.

Your Clinton salesman can help you select the right starches to meet your operating needs. And, should you need special production advice, prompt technical service is available when you need it. Call your Clinton salesman today, or write:

**CLINTON CORN PROCESSING COMPANY
CLINTON, IOWA**



...Where research today

improves tomorrow's product

locations. With this objective in mind, Red Tag put up \$1,000 for the opening promotion which had much to do with its rapid growth.

The opening was preceded by radio and newspaper advertising. It was run in conjunction with a Special and all those attending received a nylon clothes brush as a free gift. The opening festivities ran from Thursday through Saturday. And in this three-day period the new combination store doubled the gross volume of the two stores that were closed down.

Sales have, of course, tapered down some after the opening promotion. But the one new store, which is attended 12 hours a day, does the same volume as the two old outlets each of which was attended nine hours a day.

(Recognizing the importance of advertising—particularly during this confusing period of recession—Red Tag management has increased its advertising budget this year from 2½ percent to 4 percent of sales.)

Equipment: Each of the three combination stores is equipped with twelve 8-pound washers and two 40-pound tumblers. (The first store also made use of coin-operated extractors, but these were not considered necessary in later installations.) The washers are set for a 30-minute cycle which includes extraction time.

The water heater in use was one designed to handle 12 washers. And the reserve is substantial enough to use hot water to heat the store itself.

Red Tag enjoys a natural soft-water condition so that no softening equipment is required.

The tumblers are gas-fired. And gas costs ran 30 percent of expenses during the first four weeks operation in the newest store.

Accessories: Each combination store has a formica-topped table which is



bolted to the floor and two small hampers for transporting work from the washers to the driers.

A vending machine makes change and dispenses soap, bleach, blueing, ammonia in individual cellophane packages. The customer pays 5 cents for each package except in the newest store where the price is 8 cents. (Actually, the customer must put a dime into the vending machine here, but 2 cents change is taped to each package.)

There are no soda, cigarette, candy machines or public telephones in any of the attended stores. And management isn't interested in them since it feels they encourage loitering.

The benches are built out from the wall and blend with the decor of the store which is finished in Philippine mahogany protected by a coat of varnish. (Many authorities believe the best colors are pastel blue for walls; blue-and-white vinyl tile floors—the blues make the laundered clothes look whiter. Red Tag may use these colors in later installations.)

Fluorescent lights and plenty of them round out the accessories. Adequate lighting is said to discourage vandalism although Red Tag hasn't had any particular problem on this score. Pilferage is also discouraged by emptying coin boxes regularly twice a day.

The smallest Red Tag combination store measures 24 by 40 feet. The

management wouldn't recommend anything smaller. Mr. DuPont also advises against moving a coin store into a building where there are people living on the upper floors—it just leads to complaints. Especially where the lights are left on all night.

Hours: Store hours in the combination outlet are from 8:00 to 1:00 and 2:00 to 6:00 five days a week, and until 5:00 p.m. on Saturdays. Part-time help is used to give the regulars one day off a week.

Saturdays are the busiest days in the store, although Sunday seems to have become washday in the self-service department.

The self-service store, of course, is open around the clock and never closes. Interestingly enough, between 40 and 50 percent of the volume in the combination store is done after regular store hours.

Miscellaneous: The success of a coin store, Mr. DuPont feels, depends on location, competition, the size of the city, the weather, etc.

So far as profit possibilities are concerned, he feels that the net is quite high for the volume of sales. In his first store the profit ran around 33 percent.

But Mr. DuPont warns that coin operations cannot be administered without headaches. You just can't open one and forget about it.

For one thing, a coin-store operator needs plenty of insurance—bailee, public liability, property damage, etc.

Second, the equipment requires constant attention and maintenance.

Third, accurate records are essential to maintain proper control.

Red Tag may go on to activate all its branch outlets with coin-operated laundries. They are still fairly rare in the New England area. □□

LAUNDRY BUSINESS TRENDS

New York

four weeks ended
Mar. 29—0.3% less than last year

M. R. Weiser & Co., New York

New Jersey

four weeks ended
Mar. 29—1.7% less than last year

M. R. Weiser & Co., New York

New England

Mar. 8—1.4% less than last year
Mar. 15—1.0% less than last year
Mar. 22—2.6% less than last year
Mar. 29—3.5% less than last year

Carruthers & Co., Boston

Southeast

Feb.—10.0% less than last year

J. R. Wilson & Co., Atlanta

Here's why the **HUEBSCH**

37"

**STEAM-HEATED LAUNDRY
TUMBLER
IS YOUR
BEST BUY!**



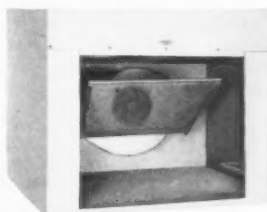
• Famous for good looks and dependability, the Huebsch "37" has added exclusive new features which make it an even better buy for your money! Available in three sizes... 37"x18", 37"x24", 37"x30". Choice of *any* color at no extra cost. Find out why the Huebsch "37" Steam-Heated Tumbler is America's big favorite. Get the complete story from your Huebsch distributor... or write to



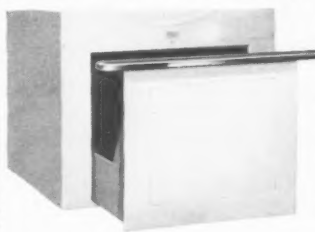
Huebsch "37" uses combination belt and chain drive because it's quieter and more dependable than ordinary gear-reducer drives.



Adjust the damper to hot (or any intermediate) position, and set the timer. When the load is dried, signal indicates that load is now running in cool air, ready to be removed.



Greatest dryer improvement in years! New, self-cleaning lint screen deposits lint into drawer automatically, no scraping. (Patent applied for).



The new lint drawer has extra-large capacity. It is easy to clean and requires only occasional emptying.

HUEBSCH ORIGINATORS 3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN
WORLD'S LARGEST MANUFACTURER OF COMMERCIAL TUMBLER-DRYERS



Change of pace puts emphasis on professional services at this Harrisburg quick-service plant. Cabinet shirt unit and flatwork press are on display in front window

Self-Service Plant Goes Pro

*New shirt and flatwork department
helps firm increase sales fourfold*

By HENRY MOZDZER

THE SELF-SERVICE business looked good to John C. Fraim, owner of Fraim's Quik-Service Laundry in Harrisburg, Pennsylvania.

He got into it right after the war and in the summer of 1954 found himself opening up a brand-new operation with two dozen 9-pound washers, three extractors and four tumblers. Business was good and ran about \$50 a week above previous averages right up to the end of the year. But when 1955 rolled around, sales slacked off and started running \$100 a week behind.

Not one to sit and wait, Mr. Fraim analysed the situation and decided there were greater opportunities to increase income in the commercial field.

He put a new 13-by-35-foot wing on the plant and in May of 1955 set up a wash-and-dry department consisting of four open-top washers (with two tubs and an extractor), and six 40-pound, gas-fired tumblers.

In June the main room of the plant was cleared of all self-service equip-

ment and the 24-by-35-foot area converted to a shirt and flatwork department. Equipment here consists of five 25-pound semi-automatic washers, two 20-inch extractors, a 2-girl cabinet shirt unit, two 27-by-39-inch pillow-case presses and a large 25-by-106-inch flatwork press.

Since the conversion, the plant-owner reports that sales have almost quadrupled while gross and net have more than doubled.

Shirt service

Commercial work accounts for 65 percent of the business. The bulk of this is in shirts, which the plant handles for a number of local drycleaners.

During the average week Fraim's processes between 4,000 and 4,500 shirts with two shifts of girls. The full-time girls work a straight 40-hour week. The three part-timers come in the evenings to finish up. Average production for the shirt unit is close to 90 shirts an hour.

Fraim's confines its shirt advertising to the spring season as a means of keeping its volume up during the summer. The retail price, currently, is 25 cents per shirt.

Shirts are starched in the wheel for 8 minutes following the 31-minute washing cycle. A teaspoonful of an antichlor is also put in each 25-pound load of shirts to protect those which may have chlorine-retentive finishes. A softener is used on everything.

The shirts have been finished with semi-flat collars since last year, and are returned to the customer with just a shirt band. The plant has never used shirt boards nor collar supports.

Flatwork department

Flatwork represents roughly 25 percent of Fraim's volume. The plant gets 30 cents for a sheet or plain tablecloth. And up to \$1.50 for fancy tablecloths.

The 25-by-106-inch press will handle a sheet in as few as three lays

ANNOUNCING!

THE ALL NEW
24-INCH
GASWAY

3-D

**FLATWORK
IRONER**

**THE SENSATION
OF THE
LAUNDRY
SHOW**



PACKED WITH PLUS VALUES

Skewed Roll Principle—Stretches out flatwork to provide "hand ironing action".

Micrometer Heat Control—Most accurate ironer heat control available. Cuts time lag to promote better flatwork quality.

Build-up Kit—Standard ironer can be converted to higher capacity—helps you keep pace with demand.

Better Contact with heated roll gives top capacity and smoother finished ironing.

THEY CAME . . . THEY SAW . . . THEY BOUGHT
the finest flatwork ironer available today

Here is the ironer that was the hit of the show. Both Gasway 3-D Ironers bought right off the floor. When people saw for themselves what 3-D ironing could do for them, they were sold on Gasway. *Micrometer Heat Control* visibly shown in operation so you could see its greater accuracy, instantaneous response.

Skewed Roll Principle producing "hand-

ironed" flatwork proved the perfect sheet finishing available from 3 dimensional ironing.

Build-up Kits showed them how to increase capacity along with demand—without having to invest in a new ironer.

Yes, they came, they saw, they bought—the all-new Gasway 3-D ironer line. You can get all the same benefits. See your dealer today!

**NEW BULLETIN
AVAILABLE
WRITE TODAY!**

All the features, construction details, production rates, and specifications. Get your copy today



Ask your dealer for all the details today!

GASWAY CORPORATION

6463 North Ravenswood Avenue

Chicago 26, Illinois



Counter girls tend wash-and-dry equipment between customers. Tumblers shown precondition work for shirt flatwork department at right



Semi-automatic equipment is featured; flat press in foreground, shirt unit out of picture at left. Department accounts for 85 percent of sales

and there's no problem in doing a nice job on contour sheets. The pillowcase presses can do their specific job in two lays. They are also used to finish wearing apparel that may be brought in with flatwork—at 14 cents a pound.

Wash-and-dry

The wash-and-dry department now accounts for 15 percent of the plant's

sales dollar. It covers the costs of the two-girl front-office operation. The price schedule for this department's operation is as follows:

	Per Pound	Minimum
Damp-dry	5c	50c
Wash-and-dry . . .	8c	80c
Wash, dry, fold . .	10c	\$1

The plant employs a dozen persons and labor costs run to almost 50 percent. Mr. Fraim points out that \$1 an hour is the minimum in his plant. And the cost might be higher if the plant did not operate strictly on a cash-and-carry basis even on commercial work.

The important point, however, is that Fraim's has increased its sales and profit picture by going professional. □□

Survey of Motor Truck Operations

HERE ARE THE RESULTS of a postcard questionnaire on motor truck operations which was mailed out to 3,729 subscribers of STARCHROOM LAUNDRY JOURNAL January 22, 1958.

Among other things we asked our readers to tell us how many trucks they operated; how many trucks they bought last year; and how many trucks they planned to buy this year.

A total of 516 postcards were returned, representing about 10 percent of our total laundry plant coverage. Here are some of the survey findings in brief:

Trucks operated: Of the total respondents 392 or 76 percent indicated that they operated one or more trucks. All together this group operated a total of 3,443 trucks, which figures out to an average of 8.8 trucks per truck-operating reader.

Trucks purchased: A little more than one-half of the total 516 respondents, 56 percent, reported they bought 593

motor trucks in 1957. Of the 392 truck-operating plants about three out of every four bought trucks. The average buyer purchased two trucks during 1957.

Future plans: More than one-third of all respondents and more than one-half of the truck-operating plants have definite plans to buy trucks during 1958. They will buy an average of two trucks each.

Interestingly enough, one-third of those planning truck purchases are undecided about the make they will buy—and their purchases will represent nearly 40 percent of all trucks to be bought.

Projecting totals

If the 516 respondents are accepted as a fair cross-section of total plant readers, it is indicated that about 4,000 laundry plant subscribers of STARCHROOM LAUNDRY JOURNAL operate nearly 35,000 trucks.

Some 2,880 of them bought 5,930 trucks during the past year; and 2,000 of them have definite plans to purchase more than 4,000 trucks during 1958.

How do our readers compare with the laundymen of the nation as a whole? Here are some interesting comparisons:

Of all the "power" laundries reported in the Census of Business—

51 percent operate motor trucks. They average 5.19 trucks per laundry establishment. And they account for 85 percent of total "power" laundry receipts, averaging \$3,000 a week per plant—\$578 per week per truck.

Of all participants in STARCHROOM LAUNDRY JOURNAL's most recent Truck Operations survey, 76 percent operate motor trucks averaging 8.8 trucks per laundry establishment. At \$578 sales per week per truck, they average more than \$5,000 in weekly receipts.

We are grateful to all those readers who took the time and effort to participate in this survey. □□

MORE TIME SAVED FOR PROFITS!

LESS
TIME
SPENT
ON
BREAKING
OF
COLORS...



COLOR
WORK
PROCESS

Put H. KOHNSTAMM's safe Color Work Process to work for you! It simplifies sorting, reduces the number of classifications, lets you use fewer nets and pins — and makes possible simple breaking of colors.

CWP helps you boost business by merchandising your colored work. Now, sparkling color work is the very best way to show women that your laundry does safe washing—and CWP delivers clear, sparkling results with never a fear of fading, running, bleeding or copying of colors.

Get the full profit-building story on CWP today. Just drop us a line. In every step of your operation, KOHNSTAMM has developed new methods and materials to make your work easier and better.



Established 1851

H. Kohnstamm & Co., Inc.

NEW YORK 7, 89 Park Place . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON • INDIANAPOLIS
JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS • MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN ANTONIO • SEATTLE



add new business...

**WITH THE TREND OF THE TIMES
UNATTENDED
COIN-METER STORES**

**OPEN
24 HOURS A DAY**

MR. LAUNDRYMAN: YOU SHOULD PROTECT YOUR BUSINESS!

For 20 years attempts have been made to get the laundry bundle out of every home. Yet millions prefer to do their *own* laundry—at a time convenient to them! Until now there has been no apparent substitute for the home laundry in so far as these millions are concerned. But today, *coin-meter* launderettes and activated feeder plants appear to be the answer. Protect **YOUR** business—make certain you get *your* share of this home laundry market!

When considering equipment for coin-meter installations be sure you have the kind that brings customers back . . . and makes new ones, too! Certainly you'll include Cissell Dryers . . . with all the features you want . . . and need.

Join the growing trend to coin-meter stores with the right equipment, to do the job right.

Cissell Gas-Fired or Steam-Heated Laundry Dryers: *Double Basket "Twin"; Single Basket: 36" x 18", 36" x 30", 42" x 42", available with or without coin-meters. Cissell Drycleaning Dryers: Single Basket 36" x 18", 36" x 30", 42" x 42", Steam-Heated only.*

CISSELL

install the right equipment!

THE RIGHT DRYER IS
THIS BIG, BEAUTIFUL

CISSELL

36" x 30"

- built for 'round-the-clock service
- controls are enclosed
- maintenance is quick and easy

The Cissell 36" x 30" moves 1350 cu. ft. of air per minute for fast, efficient drying. Double walls add strength—keep heat in. Designed for space-saving, side-by-side installations. Basket takes the load without need of auxiliary supports. Heavy metal ribs with a sturdy cast spider connect ribs and shell into a rigid assembly. Perforations in basket shell are extruded to provide a smooth surface that will not damage fabrics. Basket may be removed in less than one minute.



*Large basket shaft in Cissell Gear Reducer, supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!

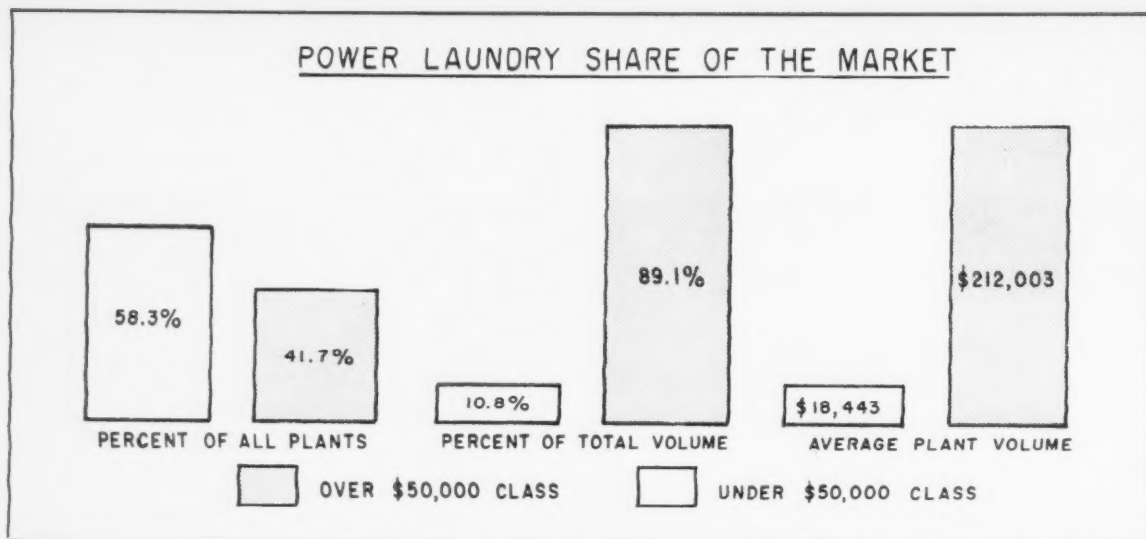


Consult Your Jobber

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

DRYERS WITH COIN METERS



Who Does Lion's Share of Laundry Volume?

Bigger plants doing over \$50,000 a year accounted for every bit of sales growth in power laundry field between 1948 and 1954; did 89.1% of power volume in '54

By GERALD WHITMAN

THE BIG LAUNDRIES are getting bigger, representing the vital area of sales growth in the industry. The smaller laundries, while increasing in number at a much faster rate, are experiencing shrinking volume as an over-all group.

These important facts have come to light in the wake of a further analysis of the recent Census of Business detailing the state of the commercial laundry industry in 1954, as compared with the last previous official census covering 1948. STARCHROOM's initial study of the 1954 Census appeared in the September 1957 issue.

Our current analysis compares the number and receipts of "power" laundry establishments between 1948 and 1954. It reveals, interestingly, that every bit of volume growth during this period was accounted for by the larger laundries—those doing more than \$50,000 a year. With an increase of 8.6 percent in the number of such laundries, this group boosted sales by 10.3 percent, or more than \$74 million.

While this was going on, the smaller

"power" laundries doing less than \$50,000 each, including many quick-service operations, increased by 79 percent in numbers but actually dropped \$16,941,000 in sales collectively—for a big dollar volume loss of 14.8 percent in six years.

The 1948 survey reported a total of 6,395 "power" laundries whose combined sales were \$835,964,000. By 1954 this segment of the industry had increased in number by 2,625 to a total of 9,020, a numerical gain of 41 percent. Combined receipts in 1954 for all "power" laundries were \$893,564,000, representing an increase of \$57.6 million or 6.9 percent over 1948.

But—as we have already pointed out—every bit of the increase in sales between the two census years came from laundries reporting \$50,000 or more in annual receipts. Let's see how:

In 1948 the census reported 3,458 "power" laundries doing over \$50,000 each. In 1954 there were 3,757 over-\$50,000 laundries, a numerical gain of 8.6 percent. Over in the category

of under-\$50,000 "power" laundries, there were 2,937 in 1948, compared with 5,263 in 1954, a numerical increase of 79.2 percent.

In the all-important dollar-volume column, the over-\$50,000 laundries did \$721,955,000 in 1948. In 1954 this figure rose by 10.2 percent to \$796,496,000. For the under-\$50,000 group, the \$114,009,000 total receipts enjoyed in 1948 slipped to \$97,068,000 for an over-all loss of 14.8 percent.

Therefore, while the group of over-\$50,000 laundries increased its volume collectively by \$74,541,000 in 1954 over 1948, the sub-\$50,000 group (although increasing numerically far more rapidly) saw its receipts dwindle by \$16,941,000!

Let's put this obvious concentration of the market another way, and show how it has become even more solidified in the years between 1948 and 1954. In 1948 the laundries doing over \$50,000 represented numerically 54.1 percent of all "power" laundries, while the sub-\$50,000 laundries accounted for 45.9 percent. By 1954, the



There's Showmanship in Shirts

"PERFECTION" FINISHED

by

RED EDGE Knitted Padding

There's nothing like a crisp, sparkling, "Perfection" finished white shirt, or a beautifully finished sport shirt that looks better than new, to prove to your customers the superior quality of your service. Every time your presses turn out a shirt "Perfection" Finished by RED EDGE Knitted Padding, you demonstrate to another customer the complete satisfaction your laundry provides . . . and you assure yourself of bigger bundles and profitable repeat business from a well pleased family.

On your presses and flatwork ironers, RED EDGE sets the stage for flawless finish of shirts, sheets, tablecloths and other finished pieces. Free of wrinkles and scorching, with buttons, seams and hems unharmed, each piece has the soft perfection of hand-ironed work. RED EDGE features *Knitted* construction. It has the long-lived, resilient porosity that drinks up clouds of steam, bounces back immediately after every turn of the roll, every squeeze of the press. Moreover, RED EDGE is easy to change, saves dressing time in your plant.

Ring up the curtain on added profits by using RED EDGE *Knitted Padding* on all your presses and flatwork ironers. Ask your Supply House for RED EDGE today!



RED EDGE KNITTED PADDING

Available in the right Types and Styles for all your Finishing Equipment!

STANDARD 1/4" and 5/8"

FOR FLATWORK IRONERS: 1/4" and 5/8" Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: 1/4" Style, Redi-cut and Bound Pads. Also available in Press Padding Rolls.

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

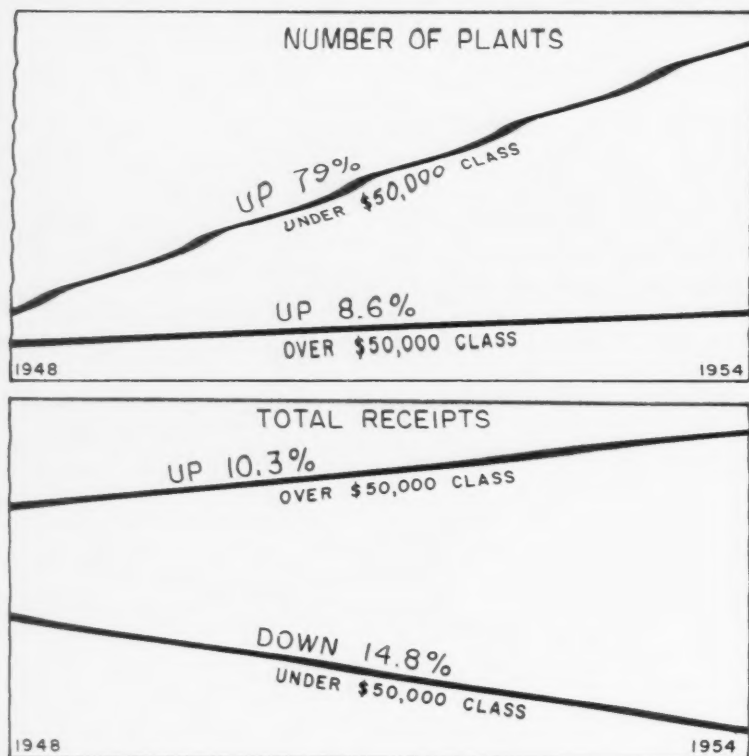
Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads available *WITHOUT* Binders if desired. Single Thick Pads available in all 3 cotton-asbestos styles for Flatwork Ironers using spring padding.

RED EDGE Knitted Padding

KNITTED PADDING CO. • CANTON, MASS.

WHERE WAS POWER LAUNDRY PROGRESS MADE?



over-\$50,000 laundries numbered only 41.7 percent of the total, while the under-\$50,000 group had risen to 58.3 percent of the total. Inversely, the below-\$50,000 group's share of total receipts of all "power" laundries fell from 13.6 percent in 1948 to only 10.8 percent in 1954, while the share garnered by the over-\$50,000 class jumped from 86.4 percent to a whopping 89.1 percent of the total.

Figures denoting average receipts per laundry make for interesting reading. In 1954 average receipts per "power" laundry were \$99,064, a drop of \$31,658—or 24.2 percent—below 1948. Average receipts per laundry in the above-\$50,000 class were \$212,003 in 1954, a gain of \$3,225—or 1.5 percent—over 1948. At the same time, average receipts for laundries doing less than \$50,000 were \$18,443 in 1954, a decline of \$20,375—or 52.5 percent—below 1948.

Summed up, these statistics reveal the amazing fact that in 1954, 3,757 laundries doing at least \$50,000 each and representing 41.7 percent of the total number of "power" laundries accounted for 89.1 percent of the total volume, while 5,263 laundries doing under \$50,000 each, accounting for 58.3 percent of the total number brought in only 10.8 percent of total

sales. It also points up that in 1954 there were more big establishments, they were bigger and they sold a lot bigger volume. In 1954 there were many more small plants, they got very much smaller and they had lost 14.8 percent of the sales volume they shared in 1948.

Power laundry defined

At this point, it might be well to explain why we have been placing quote marks around the word "power." We feel that the Census Bureau's conception of what constitutes a power laundry differs somewhat from accepted thinking in the laundry industry. The Bureau provides this definition of power laundries: "Establishments primarily engaged in operating mechanical laundries with steam or other power. . . . Also included in this classification are laundries that use family-type washers and obtain more than half of their receipts from attended service work." (Italics are ours.—EDITOR)

With this definition it is evident that many essentially self-service laundries obtaining as much as 49 percent of their receipts from unattended work were lumped into the power laundry classification. Even those quick-service

plants whose total volume stems from attended work should not be considered power laundries from the point of view of accepted industry terminology, if only for the reason that they use noncommercial, family-type washers.

We have seen that, as a group, only the laundries doing \$50,000 or more annually have racked up a dollar volume increase between 1948 and 1954. Let's break this down into regions and determine the relative standings regarding change in numbers and receipts in this \$50,000-and-over volume class between the two census years:

New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut) was up 1.2 percent in numbers and 12.5 percent in receipts.

Middle Atlantic (New York, New Jersey, Pennsylvania) was down 7.8 percent in numbers, but up 9.0 percent in receipts.

East North Central (Ohio, Indiana, Illinois, Michigan, Wisconsin) was up 12.4 percent in numbers and 8.1 percent in receipts.

West North Central (Minnesota, Iowa, Missouri, North and South Dakota, Nebraska, Kansas) was up 13.5 percent in numbers and 5.2 percent in receipts.

South Atlantic (Delaware, Maryland, District of Columbia, Virginia, West Virginia, North and South Carolina, Georgia, Florida) was up 12.9 percent in numbers and 9.8 percent in receipts.

East South Central (Kentucky, Tennessee, Alabama, Mississippi) was up 3.3 percent in numbers and 4.3 percent in receipts.

West South Central (Arkansas, Louisiana, Oklahoma, Texas) was up 19.2 percent in numbers and 11.5 percent in receipts.

Mountain States (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada) was up 27 percent in numbers and 24.7 percent in receipts.

Pacific States (Washington, Oregon, California) was up 18.5 percent in numbers and 17.6 percent in receipts.

Over-all leader among the regions, if one were to judge relative standings of geographical areas, would be the Middle Atlantic states. This section of the country, although lowest in increase of establishments (with an actual loss) in the \$50,000-plus category, stands first in total "power" laundry receipts, first in average receipts per establishment, second in number of power laundries in the \$50,000-and-more class, first in receipts of such laundries, and first in increase in receipts among \$50,000 or more laundries. □□

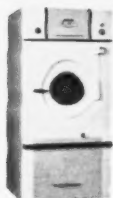


ALDHEET Water Systems
manufactured for ALD by
A. O. Smith Corp.

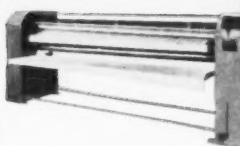


The Shirtomat
manufactured for ALD by
Forse Equipment Co.

BEAUTY



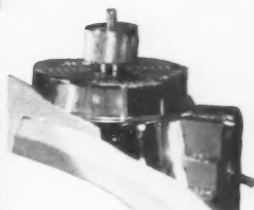
ALDRY Dryers
manufactured for ALD by
Huebsch Mfg. Co.



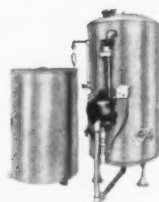
ALDIRON Ironers
manufactured for ALD by
Chicago Dryer Co.



Laundromat Signs
manufactured for ALD by
Standard Mfg. Corp.



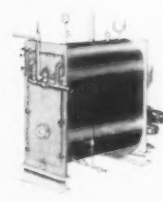
ALDCOIN Meters
manufactured for ALD by
H. Greenwald Co., Inc.



ALDSOFT Water Softeners
manufactured for ALD by
Bruner Corp.



ALDWASH Washers
manufactured for ALD by
Cook Machinery Co., Inc.



ALDHOT Water Heaters
manufactured for ALD by
National Combustion Co.



DRYALD Dryers
manufactured for ALD by
Hoyt Mfg. Corp.

BEAUTY

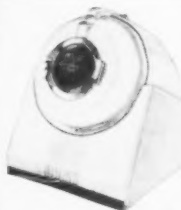
ALD equipment has been handsomely styled in refreshing sea-foam blue and snowflake white to give you dryers, washers, extractors, ironers and shirt finishing equipment that blend together for precision-engineered beauty.

ALD can help you redesign and/or renovate your present facilities... help you finance the equipment you need that will attract new business, help you keep up with competition and lower your service costs. Write, wire or phone today for full details.



ALD, INC. 3549 N. Clark St., Chicago 13, Ill.
Detroit, Mich. • Louisville, Ky.
St. Louis, Mo. • Dallas, Texas
San Mateo, Calif. • Los Angeles, Calif.
Jacksonville, Florida • Minneapolis, Minn.
ALD New York, Inc. • Baltimore, Md.
Long Island City, N. Y.

© ALD, Inc., 1958



The Laundromat®
manufactured for ALD by
Westinghouse



ALDSPIN Extractors
manufactured for ALD by
Bock Laundry Machine Co.



Meter-All Meters
manufactured for ALD by
Meter-All Co.



Girls in customer service department answer phone inquiries on Sterilized's diaper services

SERVICE . . . A Key to Sales

Diaper plant operates department to help solve customer problems

By RICHARD VINOCUR

THE CUSTOMER comes first at the Sterilized Diaper Service in Brooklyn, New York. Every phase of this laundry operation is geared to accommodate its patrons.

Customer problem solvers

Perhaps the best example of this policy is Sterilized's customer service department. This department is composed of a group of girls whose sole duty it is to render service over the phone. These girls undergo a six-week training period before they are allowed to handle a customer. During this period they are taught the importance of diaper service in general, become acquainted with the entire operation at the Brooklyn plant, from washroom to route delivery. They are also familiarized with the various types of diapers and their proper application. (Sterilized offers its customers snap-on, prefolded and gauze diapers as well as the 30-by-30 bird's-eye type.)

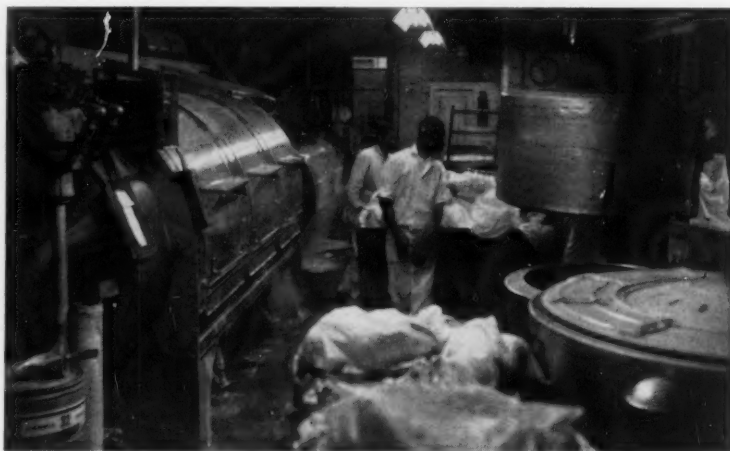
Among the calls handled by these girls are requests for information on Sterilized's services. "What type of

diaper should I use for my first child?" or "How many diapers do I need?" are typical questions thrown at the employees in the customer service department. Inquiries as to price and frequency of service are also received.

Occasionally the girls answer calls from satisfied customers who feel like

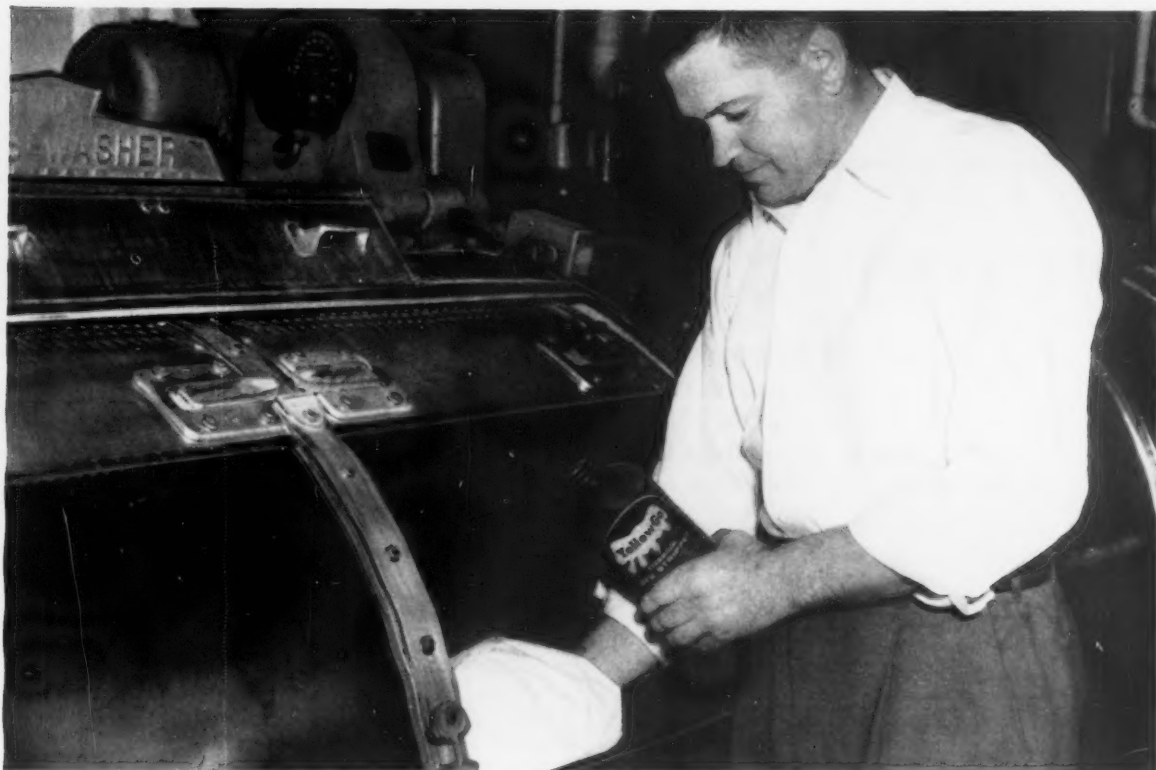
throwing bouquets. Less often they must speak to an irate customer who has a complaint or criticism. It is up to the customer service bureau to placate such a customer and make sure the situation is corrected and the problem solved. Above all, these girls

Continued on page 32



First step of operation takes place in modernized washroom. The plant, one of larger ones in New York area, handles over a half million diapers a week

How YellowGo[®] saved the day at Wausau Laundry & Cleaners Co.



George Dern, Assistant Supt., shown in washroom of Wausau Laundry & Cleaners Co.

"After washing a full load of white work," writes Alfred J. Miller, Jr., president of Wausau Laundry & Cleaners, Wausau, Wisconsin, "we found it had turned a deep pink because of a red ribbon that got into the washer accidentally. We tried everything we could think of to turn that load white again, but with no success. Then someone mentioned Wilson's YellowGo. We got a bottle and used it. Sure enough, YellowGo removed every bit of the pink color, and saved us some sizable claims as well as our customers' goodwill."

Mr. Miller is one of thousands of alert laundrymen who have learned that YellowGo is the best insurance against running color accidents. Be prepared—order a bottle of YellowGo from your jobber today.



NEW! FREE! "Spot and Stain Removal Handi-File"

For your copy write today, stating whether you operate laundry or drycleaning plant, or both.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

"Stain Removers are our only business"

Braun Unit Wash was . . .

First With the Finest!

IMITATION . . .

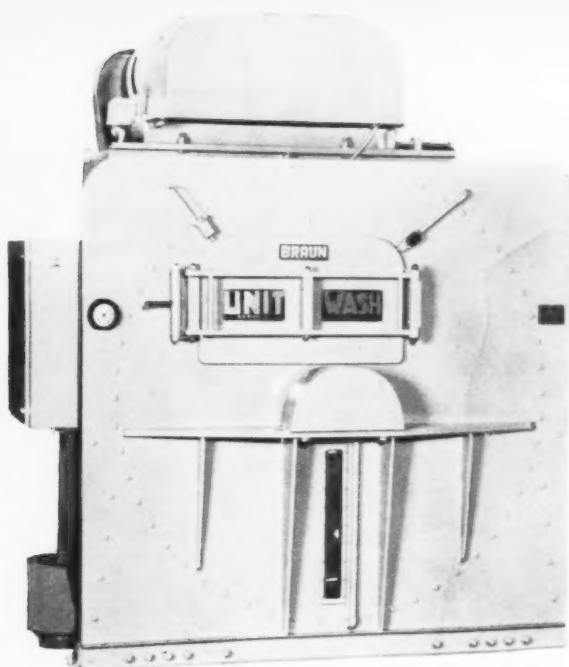
is the sincerest form of flattery, they say. And we are certainly flattered! You can't help noticing the number of combination washer-extractors rushed out on the market this year. Seems like just about everybody who makes laundry equipment is trying to catch up. If you're wondering what it all means, here's the answer. The big rush to washer-extractor . . .

INDICATES . . .

that the principles of washer-extractor have been more than proven; they've been *accepted* as the complete answer to quality washroom production at lowest possible cost. Braun does it with the famous triple-wash action, the wash-board drop, and the amazing "wet rub". There's a unique three-pocket design with non-perforated partitions, totally different from past Y-pocket designs. These are a part of the . . .

INGENUITY . . .

and experience brought to you only by Braun Unit Wash equipment. For instance, double labyrinth sealed outboard bearings; top, side or back mounted drive; and an easy to load and unload split stainless steel door are just three features you can get *now* with Braun Unit Wash—not some time in the *experimental* future. The cost savings acclaimed by Unit Wash operators point the way!



Behind the
NEW 375 lb.

BRAUN UNIT WASH

Combination Washer-Extractor

...over 600 successful installations in all types of laundries... handling more than 5,000,000 lbs. per week.

Yes, here's the newest from the full line manufacturer of washer-extractors. Already, orders for the *second* machine are coming in from customers who bought the first group of these big beauties. The 375 pounder, with its full 51 inch drop, extraction at the one Critical Point correct for maximum soil removal and water removal, is a proud addition to the tested and proven 50, 100 and 200 pound Unit Wash Machines, and the new 60 lb. washer-extractor specifically designed for today's high production cabinet shirt units. You can depend on the new 375 lb. Unit Wash, just as for over 17 years

Unit Wash equipment has proven its dependability and durability under the most grueling conditions in busy plants. Side by side with other equipment, the Braun Unit Wash has outlasted and outperformed every one. And these older models are still delivering high quality work, faster and better than new equipment on the market today. Braun Unit Wash is truly the machine that never wears out; parts are interchangeable, easily replaced without expensive labor, and available everywhere. These are the standards of true leadership, and that's why we say...

FROM THE LEADER . . .

you have a right to expect the best. You'll find that Braun equipment is always "In League With the Future". See Braun, the Pioneer in Automation, who perfected the automatic laundry washer-extractor in sizes to fit every need. Braun is the full line washer-extractor who offers you time-tested equipment, new and improved features for 1958, and the testimony of over 600 satisfied installations producing over 5,000,000 lbs. of laundry each and every week.

FOR COMPLETE INFORMATION WRITE TODAY:

G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.
2 Usher St., Brantford, Ont., Canada

Special note to Braun Unit Wash installations. With the cost savings you've made since putting in your washer-extractor, you've got a natural winner in STARCHROOM LAUNDRY JOURNAL's Parade of Progress Contest. The increased production category is for you, and there's \$10,000 available in prize money. Contact STARCHROOM for details, or write G. A. Braun, Inc.

Continued from page 28
must convince the customer that she is getting the best for her baby by using Sterilized's services.

A recent survey sponsored by a group of New York diaper services revealed that 67 percent of the mothers of first-born used a professional diaper service. With such a large number of novice mothers undertaking baby care, there are bound to be a host of inquiries on diaper service. It is the job of Sterilized's customer service department to come up with answers.

Prompt delivery service

Charles Shacter, who recently joined Max and Louis Heimowitz as managing partner at Sterilized, emphasizes the importance of complete service in the diaper field. Mr. Shacter, formerly general manager at Brighton

Laundry in Brooklyn, notes one major difference between the family and diaper service fields. Family laundry delivery service may be a day late without causing the housewife too much hardship, but the mother must have her diapers when she expects them.

With this in mind, Sterilized borrows the post office motto, "Neither rain nor snow . . ." for all its routemen. Trucks are sent out in all types of weather and are kept out on the streets, no matter what the hour, until each package has been delivered.

Model plant

Mr. Shacter believes Sterilized is a model plant, and he points out that this is all to the customer's benefit. Handling over a half million diapers a week, the Brooklyn plant tries to create a hospital-type atmosphere. The

firm prides itself on its cleanliness. Floors and walls are kept spic and span and all machinery is continually being cleaned and polished. Each employee, male or female, wears a white uniform. The women who do the folding wear white caps as well. The best lighting is available and the entire plant and office area are air-conditioned. Low background music contributes to a pleasant environment.

A 78-minute washing cycle is used to insure a superior washing job. From the washroom, diapers are sent to the battery of tumblers and then on to the folding department. Here a line of 18 employees smooth out all wrinkles, fold and stack the diapers. As still another measure of good service each station is supplied with extra diapers. These are used when the girls find it necessary to reject and discard any damaged or stained diapers.

Although Sterilized has 17 routes, the routemen are primarily servicemen rather than salesmen. It is not unusual, Mr. Shacter points out, for one man to make as many as 150 calls in one day. Neat uniform attire, a pleasant, alert manner and customer dedication are absolute requisites.

Specialized sales force

As its sales force Sterilized employs eight persons, four men and four women. These salespeople make personal visits to prospective mothers and explain the advantages of a professional diaper service. Convenience and safety as well as a more hygienically clean diaper are the main selling points. An approximate date for installation of Sterilized service is established by the sales representative and they advise the prospective mother to notify the company of the birth of the baby before leaving the hospital.

The plant then has a routeman deliver the first supply of diapers and a plastic diaper can with a built-in deodorant. Sterilized starts all customers off with a usual total of 100 diapers unless more or less are requested. The routeman then returns the second time that week, picks up all soiled diapers. When he calls again the following week he delivers those and picks up the next batch of soiled diapers.

Thus the mother has 100 diapers working for her at all times. As the baby grows older this number may be reduced. Service can also be tapered off from twice to once a week.

Charles Shacter enjoys the challenge of a short-term account operation. He is enthusiastically engaged in "sharpening up our personnel to give their all," writing newspaper and direct-mail copy and otherwise ferreting out expectant mothers. □□



Upper: **Battery of tumblers** is found in spacious, well-lit room opposite washroom. Note neatness and cleanliness of room. Lower: **Tumbled diapers** travel to folding department. After diapers are packaged, girls place them on conveyor. Two employees then pick them up and sort them according to routes

AGAIN from Pantex
ANOTHER ALL-NEW
PROFIT-MAKER for you!



The Pantex Cabinet BOSOM-BODY **Press**

You've seen the rest—now meet the model that others will want to copy! This Pantex Cabinet Press is a completely new design for faster shirt finishing at *new low cost*. Yet it embodies famous Pantex dependability of operation—to help you turn out high volume consistently with only minimum maintenance. Check your Pantex representative for the eye-opening facts—for your plant, *today*.

FEATURING

- bosom, body and yoke finished in one operation —
- single foot pedal for faster shirt positioning —
- shirts fold faster and easier
- only one moving head
- positive chain and sprocket drive



PANTEX
MANUFACTURING CORPORATION
 Pawtucket, Rhode Island

YOUR FUTURE IS GREAT IN A GROWING AMERICA



THE CITY THAT DIDN'T EXIST A MONTH AGO

Every 30 days the U. S. adds as many new Americans as live in Norfolk, Va.—creating brand-new wants and needs which must be satisfied.

What does this mean to you? It means greater opportunities than ever before—in all fields. Home construction is expected to double by 1975. Power companies plan to increase output 250% in the next 20 years to provide the power for scores of new labor-saving devices. Clothing suppliers predict a one-third increase in 7 years. With 11,000 new citizen-consumers born every day, there's a new wave of opportunity coming.

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. **More people** . . . Four million babies yearly, U. S. population has doubled in last 50 years! And our prosperity curve has always followed our population curve.
2. **More jobs** . . . Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be 22 million more in 1975 than today.
3. **More income** . . . Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. **More production** . . . U. S. production doubles every 20 years. We will require millions more people to make, sell and distribute our products.

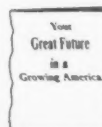
5. **More savings** . . . Individual savings are at highest level ever—\$340 billion—a record amount available for spending.

6. **More research** . . . \$10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. **More laundry business!** The preceding paragraphs confirm the opinions of your industry's leaders. They say, almost to a man, that this year's sales will be up from 2 to 7 percent over last year. A heartening forecast!

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act now to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a card today to: ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.



(This space contributed as a public service by Starchroom Laundry Journal.)



JOIN *Starchroom* Laundry Journal's

\$10,000 PARADE OF PROGRESS

IN YOUR OWN WORDS, JUST TELL US HOW YOUR PLANT
INCREASED SALES **IMPROVED PRODUCTION**

Since January 1957

\$3,000
 1,500
 500

Since January 1957

1st PRIZE \$3,000
 2nd PRIZE 1,500
 3rd PRIZE 500

Why We Are Sponsoring the Contest

Alert, progressive laundry people are making real money by increasing sales and operating at lowest possible costs. They have a wealth of success stories to tell . . . and by putting up the dough in our "\$10,000 PARADE OF PROGRESS" Contest . . . we're encouraging them to share their know-how and success with every plant in the industry. Our purpose is as simple as that.

How To Get Started

Read the contest rules. Check your plant's sales and production records. Determine what was done that resulted in more sales or bigger production since the first of 1957. Submit as many stories as you wish on either or both subjects—increased sales or improved production. Pay extra special attention to Rule No. 4—the four important points to be covered in your stories. Tell what you wanted to do, your plans, what you did, and what was accomplished. Pay extra special attention to Rule No. 9, too, which explains the factors on which judges will select winners. Illustrations, which should accompany your stories, will carry a lot of weight with the judges.

How To Handle Your Entries

Without worrying about literary talent, put your stories on paper. Make them complete, accurate, clear. Attach each story, with its illustrations, to an official entry blank and mail complete to "\$10,000 PARADE OF PROGRESS" CONTEST, STARCHROOM LAUNDRY JOURNAL, 305 East 45th Street, New York 17, N. Y., postmarked no later than midnight, July 15, 1958.

Make a Strong Industry Stronger

Don't put off getting started. By entering the JOURNAL's "\$10,000 PARADE OF PROGRESS" Contest, you'll be making a strong industry stronger . . . and you'll stand a good chance of winning as much as \$3,000.

Who Can Compete?

Every individual who owns or is employed in a laundry plant subscribing to STARCHROOM LAUNDRY JOURNAL as of July 15, 1958, the contest's closing date, can compete. In judging entries, type of plant or size of volume will not be factors.

SAMPLE POINTS YOU CAN MAKE IN YOUR STORIES ON

Increased Sales:

Added branch stores
Added or expanded routes
Improved training programs
Improved claim policy
Further improved quality of work
More effective advertising and promotion
Maintained better sales control
More efficient sales management

Improved Production:

Built greater production in same plant
Put in new equipment
Built new plant
Improved plant layout
Increased output per operator hour
Modernized plant
Achieved better quality control
Used new methods, new procedures
Introduced mechanization

If you have any questions about the Contest, or want any help in interpreting Contest rules or on other factors, just write or phone the JOURNAL! OREGON 9-4000

RULES & ENTRY BLANK



TO ENTER THE "\$10,000 PARADE OF PROGRESS" CONTEST—

Just Follow These Simple Rules

1. Any person, 18 years of age or older, employed full-time by an establishment which is a paid-up subscriber to *STARCHROOM LAUNDRY JOURNAL* as of July 15, 1958, is eligible to enter the contest, except that no employee of *STARCHROOM LAUNDRY JOURNAL* or any of the firms from which the panel of judges is selected will be eligible.

2. Awards will be made to individuals who sign and submit the winning entries. Not more than one cash prize will be awarded to employees of an establishment or a group or chain of establishments under common ownership. In the case of a tie, duplicate prizes will be awarded.

3. In 2,500 words or less, write the following story or stories:
A—"HOW OUR PLANT INCREASED SALES"
B—"HOW OUR PLANT IMPROVED PRODUCTION"

4. Individuals may submit as many entries as they wish in one or both categories. Each entry must cover the details on these four important points:

- (a) The sales or production objective
- (b) The plans that were made to achieve it
- (c) How the plans were put into effect
- (d) Specific results

5. Entries must tell the story of sales or production progress achieved between January 1, 1957, and July 15, 1958.

6. Entries must be typewritten, double-spaced, on one side of the paper. Contestant's name, plant and address must be shown on the first page of the story and must be signed on the last page by the person submitting the entry.

7. Each entry must be accompanied by an official entry blank properly signed and stating clearly under which category the entry is submitted. If the contestant is an employee, the plantowner or an officer or executive of the firm must countersign the entry blank, verifying that facts, figures and elements in the story are factual.

8. Entries will be judged by an authoritative panel of leaders in the laundry industry, with technical assistance provided by the editor of *STARCHROOM LAUNDRY JOURNAL*.

9. Judges will NOT consider literary style but WILL weigh and consider:

- (a) Conciseness, completeness and understandability of facts
- (b) Contribution the program has made to the individual plant's progress
- (c) Proof of specific sales or production results
- (d) Quantity and quality of materials submitted to illustrate entries

EXAMPLES IN INCREASED SALES: Sample promotions (newspaper ads, direct mail, radio and TV commercials, truck and car-card ads, window and call-office displays, etc.) . . . pictures, charts and graphs showing sales progress, etc.

EXAMPLES IN IMPROVED PRODUCTION: Diagrams of floor plans showing more efficient layout and work flow, lot systems, production schedules . . . pictures, charts and graphs showing improvements in production . . . tables showing incentive plans, etc.

10. Decisions of the judges shall be final.

11. Persons submitting the best entries, in the opinion of the judges, will receive these cash awards:

	A—INCREASED SALES	B—IMPROVED PRODUCTION
First prize	\$3,000	\$3,000
Second prize	1,500	1,500
Third prize	500	500

12. Each entry must be sent complete (story, illustrations, entry blank) with sufficient postage to "PARADE OF PROGRESS" Contest, *STARCHROOM LAUNDRY JOURNAL*, 305 East 45th Street, New York 17, N. Y., postmarked no later than July 15, 1958.

13. Entries cannot be returned. All become the exclusive property of *STARCHROOM LAUNDRY JOURNAL*, to be used in any manner decided by the publisher. Submission constitutes a release of the entry for editorial presentation, including contestant's name, company and all facts and figures.

14. The contest is subject to Federal, state and local regulations.

**TO SUBMIT
AN ENTRY—
use this
form**

(Attach One to Each Story You Submit—Extra Blanks May Be Obtained From the Publisher)

TO: The "\$10,000 PARADE OF PROGRESS" Contest

Starchroom Laundry Journal, 305 East 45th Street, New York 17, N. Y.

Date _____

Attached is my entry in your "\$10,000 PARADE OF PROGRESS" Contest. I am submitting it under the following category (check one):

☐ HOW OUR PLANT INCREASED SALES

☐ HOW OUR PLANT IMPROVED PRODUCTION

I certify that the facts, figures and elements in my attached entry were developed between January 1, 1957, and July 15, 1958, and that they are true, actual and accomplished.

SIGNATURE _____

TITLE _____

NAME OF COMPANY _____

STREET _____

CITY _____

ZONE _____

STATE _____

Verification by Owner or Corporate Executive (if entrant is employee):

I verify that the facts, figures and elements contained in the attached entry were developed between January 1, 1957, and July 15, 1958, and that they are true, actual and accomplished. The Company hereby releases all of the material in the attached entry for use in any manner decided by the publishers of *STARCHROOM LAUNDRY JOURNAL*, including the use of all facts, figures and illustrations.

BY _____

TITLE _____

All Entries—Each With a Separate Entry Blank—Must Be Postmarked No Later Than Midnight, July 15, 1958

Stimulate your Shirt Finishing Business

with the *Beauty-Rest* Collar

by **UNIPRESS®**



**SAVES
UP TO 50% IN
PACKAGING COSTS**

**SAVES
UP TO 50% IN
STORAGE SPACE**



The shirt with the new modern look!

Your customers expect and demand the new, modern look in cars, appliances and clothes . . . now you can give them the new, modern look in collar finishing with the **UNIPRESS** Beauty-Rest Collar Shape. This crush-less, level-pack, stay-fresh method of collar finishing means more economy for you by eliminating all but an envelope for packaging. Saves valuable shelf and truck space. Cuts down labor costs.

The **UNIPRESS** Beauty-Rest Collar method is available with both the Model SFT and Model FM **UNIPRESS** Automatic Folding Tables shown above. Both are skillfully designed and engineered to give unsurpassed shirt folding. Both are furnished with the Beauty-Rest collar mold, assuring comfort contoured collars that conform to the neck . . . fit smooth in back . . . low in front . . . collar tips that always lie flat. Either model available with regular collar mold too, in your choice of seven beautiful decorator colors.

Look forward with **UNIPRESS** because
UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD

**KEEPS DRESS AND
SPORT SHIRTS FRESH
AND NEW LOOKING...**

COLLARS STAY



**WITHOUT CRUSHING
for**

**MORE
PACKING
SPACE...**



THE UNIPRESS COMPANY 2802 Lyndale Ave. So., Minneapolis 8, Minn.



Get started by checking sales and production records since January 1957 to see where most impressive gains were made. Then try to analyze how these increases and improvements came about



How To Be a Winner In Starchroom's \$10,000 Contest

YOUR IDEAS can lead to your winning hundreds of dollars in cash, plus a number of bonus prizes and nationwide recognition.

All you have to do is sit down and write us about the very best thing you've done to increase sales or production in your plant since January 1957.

The contest is open to all STARCHROOM LAUNDRY JOURNAL subscribers whether they are in the family laundry field, the institutional field or industrial, linen or diaper service.

Naturally, the hospital and hotel laundry manager is not concerned with increasing sales but all are interested in reducing costs and there's no reason why they can't enter the contest in the production category.

How to get started

First read the Parade of Progress contest rules to make sure you understand how it works. You do not have to be a professional writer.

The entries must simply tell the story of sales or production progress achieved between January 1, 1957, and the closing date of the contest, July 15, 1958.

Each entry must be accompanied by an official entry blank. And the blank must be signed by the owner or official of the plant described, ver-

ifying that the facts, figures and contents are accurate as given. Employees of STARCHROOM LAUNDRY JOURNAL subscriber plants are eligible but the employer's endorsement must appear on the entry blank.

Selecting the subject

The best way to begin is to check your plant's sales and production records to see what has been accomplished since the first of 1957.

If there has been a notable improvement in the sales picture during one period (or over the whole period) try to analyze why and how this came about.

On sales: Was it because you found a way to hire better qualified salespeople? Did you institute a new training method or policy? Or find a formula for holding more productive sales meetings? Institute better prospect and customer controls? Did the sales manager start a policy of scheduling regular solicitations by the men? Did the company hire a professional solicitor? Or were the gains due to canned sales talks or more rigid follow-up? Were routes consolidated or split? Was a new system of cash control set up? Were the increases due to new bonus arrangements, quotas, sales contests or other motivating factors?

Did sales go up because the plant found a way to give faster service in the store or on the routes? Did the plant add any sidelines which proved to be particularly profitable—like a new drycleaning department, a box-storage plan or a pillow cleaning service, etc.? Or did improved packaging help? How about the new quality control setup? Did that serve to stimulate more sales? Or did a liberalized credit plan have something to do with it?

Could the gain be attributed to a new store or route? Did the new parking lot or drive-in facilities make cash-and-carry service more attractive to the motoring public? Were the stores or plant call office activated with a shirt unit, drycleaning or coin-operated setup? Or could the gains be attributed to a new package plant or carhop service? What part did the new phone-answering service or the new truck radio play in gaining additional sales?

Did you have an open house or a plant tour program bring in more business? Did the plant run any "Specials" that seemed to pull particularly well? Or could the increase be due to direct mail, newspaper, radio or TV advertising, trading stamp plans, etc.?

On production: Now take a look at the production picture. Did costs go

Trade those delivery
PROFIT-EATERS

for real
PROFIT-MAKERS



THE **Rugged, Long-Life**

DIVCOS!



In business after business, profit-minded delivery truck operators have standardized on DIVCOS because they have learned from experience that DIVCOS give many extra years of trouble-free service. Don't let worn-out, short-life trucks eat up your profits. Replace them now with economical, long-life DIVCOS! World-wide sales and service network. Get in touch with your nearest DIVCO dealer or contact . . .

Over 80% of all
DIVCOS built are
still in use!



DIVCO TRUCK DIVISION • DIVCO-WAYNE CORP., DETROIT 5, MICHIGAN



Some things are more easily and better explained with photographs. A thousand words couldn't describe this display in Seattle, Washington, as effectively as this one picture

down and efficiency increase? If so—

Was it the result of better employee training or retraining? Or did the company put in some sort of incentive, bonus or profit-sharing plan? Have better employee relationships had anything to do with it?

What about new systems and methods? Did the company put in a new system of production control, change washing formulas, revamp layout, switch identification, lot size, or distribution and assembly methods?

Was new machinery or equipment added? Did it lead to savings in time, effort, space which was put to more profitable use? Was some way found to speed flatwork production, fold shirts or make wearing apparel finishing more profitable?

Obviously, increases in sales or production may be attributed to a combination of reasons. And there's no reason why these shouldn't be explained in your story. If you can't decide which is your best story enter one on production and another on sales.

You may get other ideas as to subject matter by studying the titles of some of the stories we've run in past issues. The January issues of STARCHROOM LAUNDRY JOURNAL contain an Index of Articles which appeared in the magazine the 12 months preceding.

If you are still puzzled as to what to write about, ask yourself this question: What am I particularly proud of in my plant operation?

Just picture yourself as host to a number of laundrymen who are visiting your plant for the first time. You want to impress them with the fact that you are a progressive heads-up businessman. So what specifically would you want them to know or see

in your operation? That's probably the best thing you could write about.

Give details

Having selected your subject matter, the next step is to present details which make your story informative, interesting and different from others. You should have no difficulty on this score since no two plants are alike; no two do things the same way nor get the same final results.

Here's what we mean by details: It's not enough to say that your plant increased production 20 percent by putting in new equipment. We want to know what the problem was; some of the solutions proposed; what was finally done, and what the results were.

But let's take a case in point. Here's an actual situation related to improving production.

Objective: The management of a fairly large plant in the South wanted to increase its productive capacity.

Plans: (1) Enlarge the building itself. (2) Operate on a two-shift basis to get the work out faster. (3) Make better use of available space, etc.

What Was Done: The management might have enlarged its facilities if not for the fact that the plant itself stood in the path of a proposed new highway.

The two-shift idea was considered. It was expensive and management wasn't sure that the same results might not be obtained by some other method.

As it turned out, it accomplished its objectives principally by installing a series of conveyors that enabled small

lots to be moved in and out faster than had been previously possible. Under the new setup, the plant processed approximately 200 bundles an hour.

Conveyors carried the work from the route trucks to the soiled-bundle storage area. Conveyors carried the work from the markers to the washroom, separated according to classification. In the washroom there were a dozen or so washwheels, each of which was used to handle one classification of work.

Since 80 percent of the work required drying, management found it expedient to rig up an overhead conveyor from damp assembly right to the tumblers.

Flatwork was dumped directly from elevated extractor baskets into shake-out tumblers and came out at the feed end of two flatwork ironers.

Finished work, which takes up quite a bit of space, was moved out of the production area and into another building that the management was able to acquire next door. There was a problem here, however, in that a driveway separated the two buildings. The finished work was exposed to all kinds of weather as it was pushed across the way in hampers and racks and there was some danger from passing vehicles. This was finally resolved by building an enclosed passage from one building to the other at rooftop level and moving the work through by conveyors instead of manually.

Another way the company saved vitally needed space was by building a balcony over the marking area to hold soiled drycleaning work.

Results: Here are some of the results which came about when the plant was conveyORIZED:

1. The plant was able to divert the efforts of about six full-time employees to more productive activities since it was no longer necessary to truck the work to and from the finishing department.

2. It made for better use of aisle space and enabled the work to progress faster and at a more even tempo with no unnecessary holdups and no sacrifice to quality.

3. Storage space saved was used to enlarge the firm's fast-growing cleaning department.

4. The elaborate conveyor system paid for itself in a relatively short time. And it helped to solve the plant's problem by increasing its productive capacity another \$3,000 to \$4,000 per week.

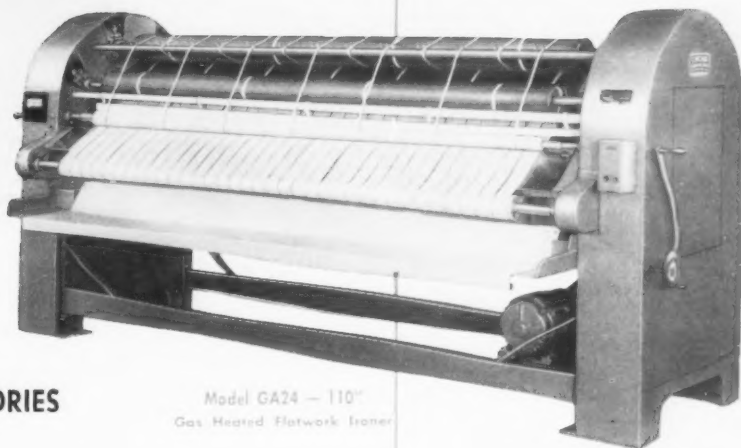
Here's another example which illustrates an unusual approach to build sales. *Continued on page 42*

Preferred

for

FOR PERFORMANCE

- HOSPITALS
- HOTELS
- INSTITUTIONS
- MOTELS
- DRIVE IN PLANTS
- QUICK SERVICE LAUNDRIES



Model GA24 - 110"
Gas Heated Flatwork Ironer

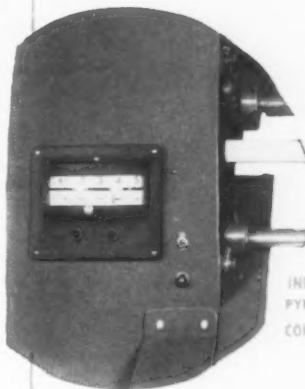
a machine designed for today's ironing load...and tomorrow's!

The new Model GA24 - 110" CHICAGO Gas Heated Flatwork Ironer represents the most advanced design in large gas heated ironers. It is engineered to provide high production capacity with the traditional dependability of operation found in CHICAGO machines. It is capable of ironing institutional flatwork at a rate of approximately 5 sheets a minute. This ironer has a modern, streamlined appearance and advanced operating and construction features found on no other machine. The GA24 Ironer is available in two different types. The Type R Ironer can be used for front or rear return of work - two-girl or four-girl operation. It has a set of auxiliary return ribbons underneath the asbestos ribbons. It is ideal for growing installations where two-girl operation can handle the load, but four girls can be used as the volume increases. The Type F machine is for front return only - two-girl operation. This ironer is recommended for institutional installations where 800 to 2,400 lbs. of flatwork must be handled per day.

Features

- 24" DIAMETER HEATED ROLL
- ASBESTOS PADDING
- ASBESTOS RETURN RIBBONS
- RIBBON FEED CONVEYOR
- HIGHEST QUALITY FINISH
- BURNS ANY TYPE OF GAS
- VARIABLE SPEED DRIVE
- BALL BEARING CONSTRUCTION
- FINGER ROLL
- INDICATING PYROMETRIC CONTROLLER

Complete information on request.



INDICATING
PYROMETRIC
CONTROLLER

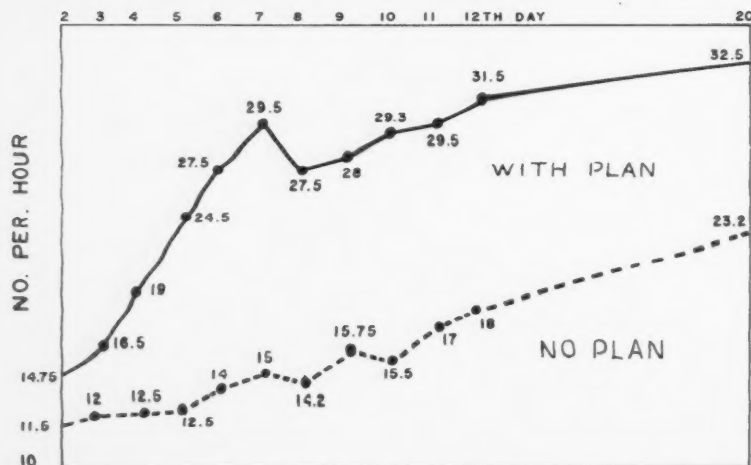
The Indicating Pyrometric Controller is the ultimate in heat control. The operator sets the controller at the operating temperature desired and the indicator shows the actual ironing temperature at all times. When the pre-set temperature is reached, the gas is automatically reduced so as to maintain the desired operating temperature.

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

Chicago DRYER CO.

EST. 1886 2212 North Pulaski Road • Chicago 39, Illinois

SACK COAT PRODUCTION-NEW OPERATORS



Charting progress: Here is an example of a simple chart that quickly and conclusively proves the value of using a standardized training plan for new employees at Morey LaRue Laundry in Elizabeth, New Jersey

Continued from page 40

Objective: Like most laundrymen everywhere, this one was concerned about uneven work loads—too much to do at the beginning of the week and not enough at the end. He wanted to even it out.

Plans: Some sort of "Specials" scheduled toward the end of the week might have helped. Or a better system of production control was in order.

What Was Done: Since the bulk of the work was brought in by routes, management saw one way this problem could be corrected—by exercising tighter reins on pickup-and-delivery schedules.

Knowing approximately what volume would be brought in each week, it seemed to be a relatively simple matter to set up quotas which required the route salesmen to bring in only one-fifth of the volume each day. This would serve to control production. Actually, this decision raised another problem—one of selling the idea. For while it's one thing to set up a schedule of this sort, it's another to get the customer to accept it.

The routes were formerly giving three-day service. But when this plan was inaugurated this firm tried to get the work back a day earlier.

The customer was then told that the plant was establishing a faster service as a convenience to its patrons. Laundry and cleaning picked up one day would be returned the next—at no extra charge. All the customer had to do was to go along with the new schedule. The work would be picked up in the morning and returned the next afternoon.

The regular Monday morning customer was unaffected by the change except that she got her work back Tuesday instead of Thursday.

Where the salesman used to call Monday afternoon the customer would have to be persuaded to wait until Tuesday morning. This didn't present too much of a problem since she would still get the work back one day earlier than formerly. No force was used and almost everyone went along with the change.

Results: The switch to fast service on routes brought about some remarkable advantages.

1. The plant gets more and larger bundles. (The average weight increased to 17 pounds.) It seems that the housewife is inclined to send more when she gets the work back faster than she herself can wash and iron it.

2. The quota system gives the salesmen more time to solicit new customers and they are more successful at it since the one-day service at no extra charge is a selling point in itself.

3. Thanks to this company's one-day service on the routes and its two-hour service at the plant call office (which is another story in itself), the firm increased its laundry sales 37 percent and drycleaning sales 70 percent in one year's time. And—oh, yes—the change has helped to systematize production.

The more details you can give the stronger the story. Don't be too concerned with the results. If one plant shows that it has made a gain of 10 percent in sales or production, this doesn't necessarily mean that its entry will win over one showing a 9 percent gain. Your ideas stated clearly and completely are more important.

Show something

Where possible, try to illustrate your point with sketches, charts, photos, sample ads, layouts, figures, etc. If you found a better way to set up a shirt finishing unit, draw a freehand sketch showing what it was like before and what it's like now. And indicate somewhere that production here was 60 shirts an hour compared to 80 now.

A plantowner we met recently mentioned a direct-mail piece he uses which has given him as high as a 20 percent response. Aside from finding out how he uses it, when and whom it goes to, we would like to see what it looks like and what the copy actually says. A sample would certainly be in order in this case.

Pictures are also helpful in making a point or in pointing out details that are difficult to describe by words alone.

Originality helps

Not too long ago we carried a story on a linen supply plant operator who constructed an open-air storage conveyor. It's a good example of originality. But it's not something that every plantowner can apply.

We can think of another smaller linen supply plant that used two 4-by-8 plywood boards which helped to speed sheet folding by 50 percent. (It didn't have enough flatwork to warrant the purchase of a folding machine.)

In another case, a hospital laundry manager used originality by eliminating cuffs from all uniforms used in the hospital. It helped to speed drying time at the presses. He also eliminated the 3-inch hem from the tops of bedsheets for the same reason and to prevent their being placed on the bed the same way every time. This helped prolong wear.

Once you have all the facts, figures and illustrations organized, start putting your story down on paper in 2,500 words or less.

Entries must be typewritten, double-spaced, on one side of the paper. Your name, company and address must appear somewhere on the first page and your signature must be on the last page. Be sure to indicate whether your entry is in the "Increased Sales" category or in the "Improved Production" category.

Get the story and all illustrative material in the mail and postmarked no later than midnight July 15, 1958.

Entries will be judged by an authoritative panel of five leaders in the laundry industry and their decisions will be final. Good luck. □□

Just one strip of **SCOTCH** Cellophane Tape
REG. U.S. PAT. OFF.
BRAND

... seals the bag

... holds the ticket

... makes a
handle



Here's the easiest way to package shirts for your carry-out customers. Use transparent "SCOTCH" Cellophane Tape to seal the kraft bags, attach invoices and make convenient carry-out handles. Fast? "SCOTCH" Brand has been proved 3 times faster than string, twice as fast as gummed tape. And you actually save up to 40% or more over other sealing methods because "SCOTCH" Brand sticks at a touch to paper, polyethylene or cardboard.

REG. U.S. PAT. OFF.
SCOTCH
BRAND

Tapes for the Laundry Industry

"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 5, MINN. EXPORT: 95 PARK AVE., NEW YORK 16, CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW





Areas canvassed each day in new housing developments are recorded in red pencil on large maps prepared by plantowner Bob Jannsen (left) with assistance of route supervisor

When Customers Move Away:

Give ailing routes a shot in the arm

SOME LAUNDRIES in large metropolitan areas, that concentrate primarily on route operations, suffer when families from neighborhood communities relocate in outlying housing developments and suburban areas. Not only is volume affected but route salesmen lose their enthusiasm as earning power dwindles from month to month. Then, too, the plant is faced with a turnover problem when the route is no longer lucrative.

To boost low average routes to a plant average of \$700 per route plantowners Bob and Marty Jannsen of Avalon Laundry, Chicago, Illinois, investigated new sources of revenue further away from the plant.

Supplementing three weak routes (volume was down to \$400 per week on each route) with new business by canvassing suburban markets has resulted in a \$200 weekly increase per route since the plan was inaugurated about a year ago.

In the past, the nine routes operated within a 5-mile radius of the plant. Each route was split into two zones. This enabled the plant to reduce driv-

By HARRY YEATES

ing time between calls and helped lower maintenance costs on the trucks.

Pickup-and-delivery schedules were arranged on a 48-hour basis. The A portion of the route was serviced on Monday, Wednesday and Friday, the B portion on Tuesday, Thursday and Saturday. As regular customers moved away it became apparent that incoming residents in the neighborhoods were not likely prospects for professional laundry service.

To remedy this situation the plantowners started to canvass new housing developments about 5 miles beyond their present base of operation. Several real estate agents were contacted for assistance in planning a sales campaign. The plantowners were supplied with detailed maps showing street locations and the number of houses per block in the housing units. Oversized reproductions of these maps were prepared by the plantowners to help them solicit each street more effectively.

A meeting was held with the route

supervisor when this detail was completed. Management explained its objectives and stressed the point that it wanted to assign new business to route salesmen with low route averages. To make the plan more effective, arrangements were made to pay the supervisor a straight commission based on total route sales.

The route supervisor set up a daily schedule of calls in the new market area for approximately one month. A trainee hired by the plant was assigned to work with the supervisor. Areas canvassed each day were shaded in red pencil on the maps. This gave the plantowners a good indication as to exactly how many potential customers were being contacted. The two salesmen averaged \$75 per week in new business from initial calls in the area.

Several door-openers were provided as sales tools for the team. Handy booklets containing shopping reminders were presented to each housewife. The small brochure included the name and address of the plant on the front cover. The housewife was acquainted



JOMAC 54 quality makes satisfied customers

Quality is the important factor—and Jomac 54 has it. It's made of rugged loop-pile Jomac fabric, which lets steam and hot air pass through freely. Add absorbency, scorch-resistance and resilience, and the result is top-quality presswork that your customers are sure to appreciate.

As for operating costs—Jomac 54 outwears double-faced flannel by as much as 300%^{or} layer for layer. That means less frequent replacement, downtime actually cut in half, and a reduction in over-all press padding costs by nearly 40%!

Get the name of the Jomac 54 distributor nearest you . . . today. Write to Jomac Inc., Dept. I, Philadelphia 38, Pa.

24-K Press Padding and Jomac 33 also available



NO BROKEN
BUTTONS



NO CROW'S-FEET



NO WRINKLES

GUARANTEED TO OUTWEAR DOUBLE-FACED
FLANNEL OR YOUR MONEY BACK

JOMAC 54

PRESS PADDING

"All bucks like-um good"



with plant services and the supervisor concluded his call by explaining that a route salesman would contact her during the next delivery period.

A calling card was also left with the housewife. Calling cards were distributed because the plantowners believed they were more authoritative and businesslike and were less likely to be thrown away than a bundle stuffer. When the regular salesman called on the housewife, he placed his own name on the card and requested that he personally be contacted whenever she had a pickup.

While the supervisor and his assistant continued to make calls on homes in the new territories, the plantowners met with the route salesmen. They discussed the situation and told them new territories would soon be added to their existing routes.

To supplement the plan a revised pickup-and-delivery schedule was prepared for remaining customers on the

old route. Postcards were mailed to each customer in advance of the scheduled pickup date informing them that a revised plan would be started shortly.

Faster delivery, more volume

The new schedule consists of a Monday-Thursday pickup-and-delivery zone A, a Wednesday-Saturday contact zone B, and a Tuesday-Friday pickup in the new suburban areas. Concentrating more effort during the middle of the week when families are at home has helped boost volume from the new territories.

With the old zoning arrangement six days were required to service the three low-volume routes. Changing the schedule from 46 hours to 72 hours affords the salesmen plenty of time to service old customers in 4 days—still offering twice-a-week service—plus the opportunity to canvass new territories for two full days. To

date the plant has met with little customer resistance on the old routes as a result of the rescheduling.

Route salesmen have added approximately 150 new customers on each route affected by the decentralization program. Customers who do not send additional orders on the Tuesday-Friday schedule are contacted on the telephone by the route salesmen within a two-week period. This helps attract repeat business and assures the customer that the plant is eager to keep her satisfied with service.

Avalon Laundry had a turnover of seven men on the three low-average routes within a year. With the new program everyone gains—the route salesmen are building more new business and increasing their revenue, the supervisor is paid in proportion to the amount of business produced on the routes and management faces a healthier situation than it has experienced for some time. □□

For Your Information

Business Trends: Most authorities agree the business recession now being experienced will resemble that of 1949 and 1954, states a *Nation's Business* article. Some economists feel we have already hit bottom and gradual increases should be apparent for the remainder of 1958.

Change of Shirts: A recent survey conducted by Fairchild Publications finds that cotton wash-and-wear shirts are gaining strength and cutting into the staple cotton shirt business. Some retailers predicted that by the end of 1959 as much as 75 percent of the dress shirt business will be wash-and-wear.

Greater Income: The average income of American families, after payment of all taxes, should be at least \$7,100, predicts the Committee for Economic Development. This compares to a present average disposable income of \$5,300 per family.

Record Year: Experts estimate that over \$1,348,000,000 will be spent this year for new and remodeled stores. These expenditures will be about \$140,000,000 more than was spent in 1957.

Energy Saved: A recent survey concluded that the homemaker of 1890

used 12 times as much energy to wash the same load of clothes as she uses today. With modern methods she saves enough energy each year to climb 65 miles of steps, or do her housework from January to June. Think how much more energy she would save by using a professional laundry.

British Exhibit: If you intend to visit Britain this summer, plan to take in the Laundry, Dry Cleaning & Allied Trades' Exhibition at the Olympia in London during July 17-26. It is expected to be the most comprehensive industry show ever staged in that country.

Road Toll: Driver error accounted for the vast majority of accidents in 1957, according to Travelers Insurance Companies, with excessive speeding being the greatest single error. A total of 13,200 died last year and 837,000 were injured in speeding accidents alone. Over 95 percent of the vehicles involved in accidents were in apparently good condition. More than 85 percent of the fatal accidents came during clear weather, 79.6 percent on dry roads.

Anti-Recession: In efforts to combat the current business recession, merchant groups in many cities are pro-

moting campaigns telling consumers to "Buy Something Now." Organized auto dealers in various communities are saying "You Auto Buy Now." Laundryowners seem to be minding their business.

Tax Cut Wanted: Both the Chamber of Commerce of the United States and the influential Committee for Economic Development favor tax cuts among various proposals for economic recovery. The Administration is still toying with the idea.

Must Reading: Business publications make available a wide range of technical and management information which can be valuable to small business owners and operators, says the Small Business Administration. "They seek to instruct, to interpret facts, and to guide," claims the SBA. "Consistent reading, therefore yields the best results." *STARCHROOM LAUNDRY JOURNAL* is one of about 2,030 business publications in the United States which together have a total circulation of nearly 38 million readers.

Portable Washer: Recently introduced was a small portable washing machine (14 inches high, weighing 9 pounds) that can be used in any sink, basin, tub or large pail. It is secured to a

Continued on page 56

**NEW! A fast-acting
organic dry bleach**

DEDUSTED

CLOREZE

safe for shirts, cottons, linens

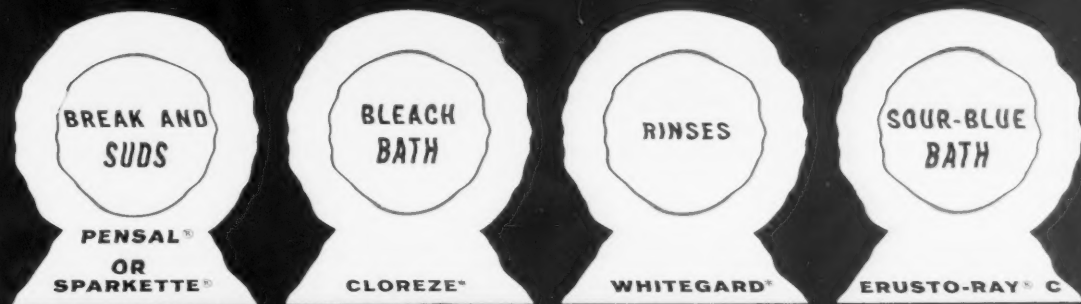
Here at last is a dry organic bleach that really works fast... that gives you the bleaching potential of sodium hypochlorite... yet offers real safety for linens and cottons.

And you get real economy with Cloreze—a few ounces will bleach the average load of white cotton shirts.*

You make no formula changes when you switch to Cloreze. It permits wider ranges of bleaching temperatures and is compatible with other wash-room detergents including soap. Use dry-to-the-wheel.

Cloreze is dedusted—easy to handle, easy to measure. Operators like it. Get Cloreze in 100-lb. polyethylene-lined drums from your Pennsalt distributor.

There is a Pennsalt Laundry Product for every operation where supplies are added to the wheel



*Trade-mark of Pennsalt Chemicals Corporation

Laundry and Dry Cleaning Department 649
PENNSALT CHEMICALS CORPORATION
Three Penn Center, Philadelphia 2, Pa.





Conference clinics offered diaper service members a chance to compare machines, methods and practices during four-day convention at Washington, D. C.

D. S. I. A. Gets New Selling Program

AN ENTHUSIASTIC group of 261 members, guests and allied tradesmen turned out for the thirteenth annual convention of the Diaper Service Institute of America. It took place at the Shoreham Hotel, Washington, D. C., April 13 to 16.

The four-day session was packed with facts, fun and fair weather. The meetings were well attended as were the booths of the more than two dozen companies that brought exhibits to the show.

The opening-day activities got under way with an exhibitors' party and the members heard two speakers that evening. Harold K. Howe, DSIA Washington representative, brought them up to date on the situation in the nation's capital. And Malcolm C. Hope, chief of the general engineering program of the U. S. Public Health Service, told of the work and scope of this new department which is devoted to the health, education and welfare of the nation's citizens.

The next day, the members heard several Gray and Rogers Agency representatives give the results of a motivational research study sponsored by the diaper industry. They also learned for the first time of the newly developed Sales and Customer Life program which developed from it. The presentations were made by Thelma Beresin, vice-president of Gray and Rogers, and her associates, Harold S. LeDuc and C. Robert Gruver.

The new merchandising program is designed to sell diaper service and extend customer life. Two effective approaches revealed by the survey were cleanliness and convenience, which could be put across by using clinical, emotional and social appeals.

In selling the service the agency suggested that the initial contact be made by mail and described what sort of explanatory information should be given.

During the interim the prospect should be provided with literature pertinent to pregnancy and diaper service; e.g., "40 Million Babies Can't Be Wrong," and "Another Way To Love Your Baby," "Medical Endorsement," etc. Reservation blanks should be included even though most of the orders still come in by mail.

More months of service

Among the suggestions made to extend customer life were these: Establish baby counselor service by mature, considerate woman with nursing background to make periodic phone calls; continue sending pertinent baby-care information to mother at right time when she wants to know about feeding, walking, talking, etc.; cut diaper orders down automatically after certain period or offer flat rate on service regardless of number of diapers used.

The over-all objective of the pro-

gram is to set up the diaper industry as an established, recognized national business providing expert professional service.

The third day's session was devoted to member-participating clinics. The group was divided into three sections according to number of customers served and each section covered the following subjects: cost comparison, controls, office, machinery, personnel, packaging, delivery, sales and the Institute program.

At the final session Dr. Pauline Beery Mack, director of the DSIA Fellowship at the Texas Woman's University, presented a report on test bundles and outlined some of the studies currently being conducted on short formulas, reuse of water, ironing vs. tumble-drying, etc.

One of the novel features of the last-day program was plant visits by camera. Six firms from various parts of the country came prepared with a set of colored slides showing how diapers were processed in their plants from the time the soiled bundle was picked up until it was delivered. Commentaries were made by plant representatives.

Plants participating in this session were: Sterilized Diaper Service, Brooklyn, New York; Tidy Didy Diaper Service, Washington, D. C.; Tiny Tot Diaper Service, Saginaw, Michigan; Rock-A-Bye Diaper Service, Tampa, Florida; Tiny Tot Diaper Service, Indianapolis, Indiana, and Stork Diaper Service, Toronto, Canada.

William R. Cullison, Crib, Pittsburgh, Pennsylvania, succeeds Bernard Kessler of Philadelphia as DSIA president. Eli Birer, Long Island Diaper, Hempstead, New York, is vice-president; Carson R. Leatherwood, Tidy Didy, Dallas, Texas, secretary, and Henry Auslander, Infant Diaper Service, Detroit, Michigan, treasurer.

Next year's convention is scheduled for the Edgewater Beach Hotel in Chicago, April 12-15.

—Henry Mozdzer



Newly elected officers, left to right: William Cullison, Eli Birer, Carson Leatherwood (standing), and Henry Auslander

MORE SHIRTS PER HOUR

than any 2-Girl Shirt Finishing Unit in the World

New PROSPERITY HIGH-PRODUCTION TWO-GIRL CABINET SHIRT UNIT.

Increase shirt finishing production at least 10 shirts an hour . . . and profits at least \$3,000 per year, which is equal to a return of 6% on a \$50,000 investment.

Now, how's it done?

With the incorporation of the new Prosperity Cabinet Collar and Cuff Machine, laying time and button holding time is cut in half in this operation. The time is used in making additional lays elsewhere . . .

This conversion of button holding time to laying time is the key to the utmost in production, and quality, with two operators.

plus

the new Prosperity Fully-Automatic Folding Table with fast, automatic folding, quickly frees the operator for other duties within the unit.

Balanced operator timing and fast, automatic machines mean no loss of finishing time, resulting in steady production flow 60 minutes of every hour with no loss in quality and less operator fatigue. The machines—not the operators—work faster.

**(No other manufacturer
can make
this statement)**



Get all the facts on the NEW Prosperity Cabinet Shirt Unit. Write, wire or phone.

Copyright 1958, The Prosperity Company

The **PROSPERITY**[®] *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

May 15, 1958

49

MR. LAUNDRY EXECUTIVE:

OFFERING, ADDING OR EXPANDING A DRYCLEANING SERVICE?

If you now offer, or plan to add or expand a dry-cleaning service—you need

NATIONAL CLEANER & DYER

Leader in the Drycleaning Field Since 1910!

Just as STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundering, so NATIONAL is the authority in drycleaning.

Every page in every issue of NATIONAL is geared to helping drycleaners get more business, process it better and make more money. In every issue—specialized 100% in drycleaning only—you'll find solutions to day-to-day problems . . . case histories from all over the country . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

In the next issue of NATIONAL:

how to give a real boost to sales during "slow" vacation periods . . . here's how to get more drycleaning business from your present customers with a program to attract their "second-best" clothes.

JUST ONE OF THE MANY FEATURES FOR THE PROFESSIONAL DRYCLEANER!

Because you're a paying subscriber to STARCHROOM LAUNDRY JOURNAL,

YOU CAN GET NATIONAL AT A BIG 50% REDUCTION IN PRICE!

Your subscription to NATIONAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, to be a top success in drycleaning, you need the industry's leading magazine. Just clip and mail the handy coupon today!

TO: **NATIONAL CLEANER & DYER** 305 East 45th Street, New York 17, N. Y.

Please enter my one-year subscription to NATIONAL at the special price of only \$2.00.

We operate commercial drycleaning equipment on the premises (please check): ☐

The undersigned is Owner of the Company ☐ Employee ☐

Remittance enclosed () Send bill ()

Company _____

Street _____

City _____ Zone _____ State _____

Individual _____ Title _____

NOTE: This special offer good for STARCHROOM LAUNDRY JOURNAL subscribers in U. S. and Canada only; one-year subscription in all other countries—\$6.00.

Heat & Pressure = Quality & Profits



MODEL 219-POE

MODEL 454-PCE

The New **PROSPERITY®**

One-Operator

**ELECTRICALLY-HEATED APPAREL UNIT
with "Power Circle" Pressure**



It's a money-maker! It's your chance to offer an added service to increase profits

... capable of finishing these many apparel items:

- Bermudas • Bath Robes • B.V.D.'s • Coats • Night Gowns • Pajamas • Pants
- Small Shirts (9-13½) • Wash Slacks • Sport Shirts • Uniforms • Blouses • Doilies
- Drawers • Dresses • Handkerchiefs • Napkins • Wash Pants • Play Suits
- Nurses' Uniforms • Skirts • Slips • T-Shirts • Undershirts • Coveralls • Aprons

The **PROSPERITY®** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES
Copyright 1958, The Prosperity Company

May 15, 1958



Officers, left to right, seated: Raymer Sale, C. W. Grimes. Standing: Guy C. Langston, W. H. Ellison, T. Manley Honeycutt

North Carolina Reelects Slate

REGISTRATION reached the 231 mark when the North Carolina Association of Launderers and Cleaners held its fifty-first annual convention March 7-8 at Charlotte.

Highlights of the two-day meeting included speeches by several specialists, banquet and dance, and an exhibit of supplies and machinery by 17 manufacturers. The exhibit was the first of its kind ever to be held at a North Carolina Association meeting.

The launderers and cleaners were welcomed by Mayor James S. Smith of Charlotte at the opening session of the convention. The immediate past president, Charles A. Roach of Durham, gave the response.

Speakers included James R. Wilson of Atlanta, Ga., "How To Know When You're Broke and What To Do About It"; R. F. Alander, advertising director, *Charlotte Observer*, "The Important Guy Called I," and Norman Duckworth, American Institute of Laundering, "Drip-Dry, Wash-Wear and You."

Mr. Wilson, who operates a cost-accounting service primarily for cleaning and laundering businesses in Atlanta, spoke on the financial problems of the industry and the hidden detriments that often face men in the industry when they are in a highly competitive situation.

Mr. Duckworth, manager of the AIL Certified Washable Seal laboratories, spoke on treatment of the newer wash-wear fabrics. He said that most of the "bugs" have been conquered in the field of drip-dry synthetic fabrics, but there are still prob-

lems in the 100 percent cotton drip-dry fabrics. Much of this is caused by use of chlorine-retentive resin.

Mr. Alander was concerned with customer relations and the principles involved in making each customer feel satisfied.

At the Saturday sessions Dr. Dorothy S. Lyle of the National Institute of Drycleaning spoke on "Focus on Fabrics," followed by a question-and-answer period. The second Saturday speaker was Charles Cullen, Charlotte sales consultant.

Top officers reelected are Raymer Sale, Winston-Salem, president; Guy Langston, Greenville; Manley Honeycutt, Raleigh; W. H. Ellison, Winston-Salem, all vice-presidents, and C. W. Grimes of Charlotte, sergeant-at-arms.

New directors named are J. W. Hertridge, Jacksonville; Floyd M. Hefner, Hickory; Joe J. Feller, Charlotte; Harold O'Neal, Durham; Leon B. Harrell, Wilmington; F. O. Perkins, Fayetteville, and Paul Wilson, High Point.

Directors who retain their seats for the coming year are:

Gene Bullard, Wilmington; Mack Wellborn, Newton; Dennis S. Doster, Gastonia; Refford Cate, Reidsville; S. B. Moore, North Wilkesboro; John Krahnke, Jr., Whiteville; M. F. D. Newton, Raleigh; D. T. Lunsford, Kingston; A. E. Bishop, Jr., Wilson; Caylord Harrison, Williamston; L. Z. Hutchens, Mount Airy; Charles Matthews, Mount Olive; Warren McNeill, Red Springs; Tom W. Weeks, Elizabeth City, and Robert J. Grier, Belmont. □□

MILMA vs. The Golden Villain

BACTERIA and the laundry manager was the topic of the Metropolitan Institutional Laundry Managers Association's April meeting, held in Manhattan Eye and Ear and Throat Hospital in New York City.

Guest speaker Elizabeth Arrowsmith, bacteriologist at the VA Hospital in New York, told more than 50 members and guests of MILMA how laundry managers could play their part in helping to fight *Staphylococcus aureus*. The microbe (described in *Readers Digest*, January 1958, as "The Golden Villain") which threatens many of the 25 million Americans who will spend time in hospitals this year has been found in a wave of serious infections. Many hospital officials are taking a closer look at their operations, inspecting them for basic cleanliness.

Among the precautions recommended for hospital laundries to combat the spread of the bacteria were these:

1. Soiled laundry should be kept in a different room, completely separated from the clean linen.

2. Personnel sorting laundry should wear caps, gowns and masks. The filter mask was recommended. Should a gauze mask be worn, the gauze should be thick and absorbent. These masks should not be worn for more than one or two hours, and after use they should be disposed of immediately.

3. Have automatic locks on all laundry chutes so that contaminated air is not pushed out by falling garments.

4. Transport soiled linen and clean linen in separate covered carts. (One MILMA member suggested painting different colored circles on each cart to distinguish "clean" carts from "soiled.")

Temperature of wash water also plays an important role in killing the germs. Miss Arrowsmith noted that water at 140°F kills most germs in 10 minutes, tuberculosis germs in 20 minutes and "Staph" germs in 30 minutes. All the germs do not die at once but may be killed more rapidly at higher temperatures. For instance, "Staph" germs die in 15 minutes at 176°F, she explained.

In the question-and-answer period that followed Miss Arrowsmith's talk, it was revealed that the use of a hypochlorite bleach does kill some germs, but not enough to offset a low washing temperature.

Frank Jacobson, MILMA's president, presided over the business meeting which followed.—Richard Vinocur

ROK-RIB

TOUGHEST NET EVER TESTED!

Here is the toughest, strongest net ever tested by the
Whitehouse Research Laboratories!

It's ROK RIB, a net specially designed for
laundry application.

This net is constructed of a heavy filament nylon which
stands up under the most severe washwheel conditions for
an amazingly long period.

You'll cut replacement costs with ROK RIB.
This exceptionally tough net has now been used with
outstanding success by leading laundries in all parts of
the country. If you haven't tried ROK RIB,
ask your jobber for more information.

CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH

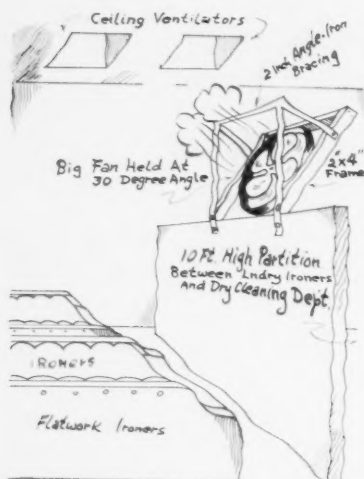


WHITEHOUSE NYLON PRODUCTS • 360 FURMAN STREET • BROOKLYN 1, N. Y.

May 15, 1958

53

Rhapsody in Bellew

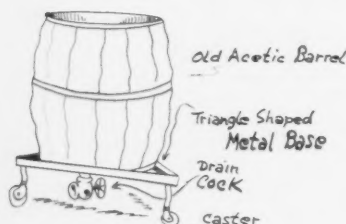


Cools Hot Spot

Saw a good idea for helping to eliminate a hot spot in a big laundry. Hollywood Laundry & Cleaners in Hollywood, California, has had to place a pair of big flatwork ironers in the general area of its drycleaning finishing room. Separating the two departments is a 10-foot-high partition in this high-ceilinged room, which knocked out much chance of any cross-ventilation helping to carry away the heat from the ironers and the drycleaning presses.

Naturally there are several big ceiling ventilators, but for faster exhaust something was needed to give the air a boost. This has been accomplished by placing a big electric fan on top of the partition, tilted at an angle of about 30 degrees so it points toward the ceiling ventilators. This also prevents the ironer heat from backing up into the drycleaning end of the room.

A 2-by-4 frame around the fan is supported by 2-inch angle-iron braces bolted to the top of the partition.

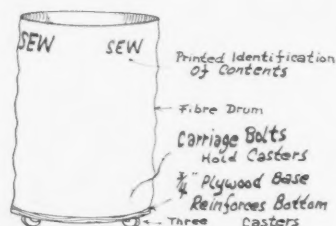


Barrel for Bleach

Instead of tying up a washer for bleaching out small quantities of linen supply pieces that are heavily stained, mildewed, bloody, etc., Peerless Lau-

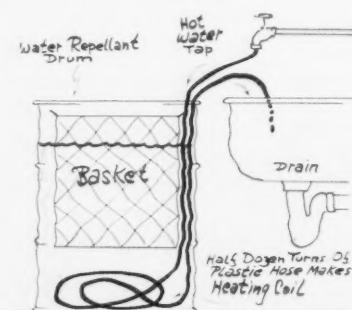
dry makes use of an old acetic barrel. It is mounted about 6 inches off the floor on a triangle-shaped metal framework of angle iron, fitted with swivel casters for easy moving. There's even a drain cock on the bottom of the barrel for emptying it.

Partly filled with a light bleach solution, the barrel is a handy receptacle for the small linen supply pieces that need attention. Best of all, the washers are better utilized for production.



Use for Fiber Drums

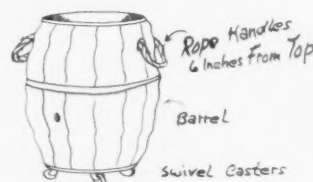
Another handy idea from Peerless was the way it makes use of fiber drums in its linen supply department. Each drum bottom has been reinforced with 3/4-inch plywood for a base, with carriage bolts used to hold the three swivel casters. (These rounded head bolts inside the drum prevent snagging of the contents.) Each drum is neatly lettered to identify the contents. It's a handy way to keep the various items separated, such as do-overs, sew, discard, etc., and the drums take up little room.



Water-Repellent Temperature

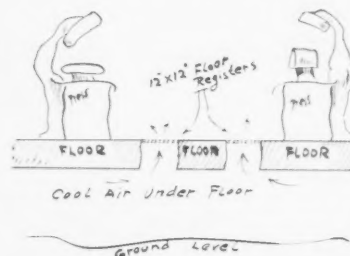
Here's one plant's idea for keeping the water-repellent solution at a proper temperature on a cold day. Half a dozen turns of a half-inch plastic hose were placed in the bottom of the drum used to hold the water repellent. One end of this plastic hose was hooked to the hot-water tap, and the other end was placed in a drain.

By regulating the flow of hot water through the hose, the plantowner was able to maintain the desired temperature of the water-repellent solution no matter how cold it got in the cleaning room. He said hooking the hose to a steam line worked even better.



Damp-Box Barrels

Al Corfee at Corfee Laundry & Drycleaners in Sacramento, California, showed me how he uses barrels equipped with swivel casters to serve as damp-boxes. To keep employees from "riding" on them and damaging the casters, he has fitted them all with rope handles about 6 inches from the top edge. Al says it's a lot easier to guide them through the plant, too.



Cooling From Floor

The Eugene (Oregon) Laundry & Cleaners has a lot of good ideas. It occupies a 190-by-116-foot building that was once an ice skating rink, which gives an indication of the size of this big open room. According to young Eddy Anderson, there was still one hot spot in the middle of this room where the laundry finishing department was located, in spite of the powerful exhaust fans at the ceiling.

Since there is space between the building floor and the ground (called a crawl space), they cut foot-square openings in the floor at each operator's station and installed regular metal heat registers with shutter controls. Now the ceiling fans draw cool air from the crawl space in any amount the individual operator desires. All she has to do is adjust the shutter controls at her feet. □□

*it can cost
even less
for quality*

The best is often most
economical, too.
Take Satinette. Cook it
once. Use it all.
Never separates or congeals.
That means lower unit costs,
fewer go backs...and shirts
so smoothly finished you
protect your greatest asset,
customer satisfaction.

ASK YOUR KEEVER
SALES-SERVICE MAN

THE KEEVER STARCH CO.
COLUMBUS 15, OHIO
Corn, wheat and other grain products
for industry since 1898



Other Keestar products

**ULTRA-LITE
SANI-SOUR
JUMBO PADS**



It's New! It's from Staley's!

It's STA-FLEX

**The New, All-Purpose, Non-Congeaing
5-Oz. Starch That Starches Everything Better**



Looking for the ideal starch? Then look no more. New Sta-Flex is here!

Laundrymen who have put new, all-purpose Sta-Flex through test after test describe it as well-nigh perfect for everything that's starchable—from whites to brightest prints.

For they discovered that Sta-Flex penetrates quickly, evenly, thoroughly. Gives a smooth, flexible finish that eliminates excessive stiffness, scratching and irritation. Forms

a clear, transparent film that doesn't mask color—even delicate, summery pastels.

They discovered, too, that new non-congealing Sta-Flex gives minimum build-up on the presses. Insures an even, fluid, scum-free consistency until used. Disperses easily and uniformly in the wheel without splotching. And most important, from a production standpoint, Sta-Flex reduces clean-up time.

Enjoy the definite in-plant advantages; the greater customer satisfaction that versatile, new Sta-Flex can give you. Get all the facts. See your Staley Representative for complete information, or write to: A. E. Staley Mfg. Co., Decatur, Illinois.

*Actual photo of Sta-Flex starch cooked at 5 ounces per gallon water, cooked 10 minutes at 190° F and held 24 hours. This remarkable viscosity stability is unduplicated in regular 5-ounce laundry starches... means reduced set-back for you.

NEW

STA-FLEX



A. E. Staley Mfg. Co., Decatur, Illinois

Branch Offices: Atlanta • Boston • Chicago • Cleveland • Kansas City
New York • Philadelphia • San Francisco • St. Louis

FOR YOUR INFORMATION

Continued from page 46

tub with suction cups, operates on electricity, and is being promoted as a boon to people with small apartments or summer cottages. Designed to do a 4-pound load of clothes in 7 to 10 minutes, the washer is available at \$59.95.

Personal Incomes: The U. S. Commerce Department has reported that one-fourth of the nation's 53.5 families and single persons had personal incomes of from \$4,000 to \$6,000 in

1957. Another 27 percent had estimated incomes of from \$6,000 to \$10,000 and 11 percent incomes over \$10,000. The remaining 37 percent had incomes below \$4,000.

Coin Taxation: Coin-operated laundries in North Carolina, the same as power laundries and drycleaning plants are required to pay a one percent gross receipts tax on all money taken in by the coin boxes. This tax must be paid monthly within 10 days

after the close of the month on forms supplied by the state's revenue department.

Washable Blankets: Blankets made of Chemstrand's 100 percent virgin Acrilan are not only mothproof but are washable without danger of shrinkage in temperatures up to 120 degrees, says the American Institute of Laundering in awarding its Certified Washable Seal. Although it is recommended that Acrilan be handled as wool, it can be laundered in light-color washing formulas. Acrilan blankets are said to be colorfast, take less time to dry than wool, have little or no shrinkage and can be tumbled dry in temperatures up to 140 degrees.

For Bachelors: Bill Parry, Pasadena, California, makes a man's jacket that can also be used as a laundry bag.

Laundry Managers Review Linen Preparation

DESPITE THE WEATHER some 50 members of the Metropolitan Institutional Laundry Managers Association turned out for the monthly meeting which was held this time at the Memorial Hospital at New York City.

After touring the hospital's laundry department (which produces 3½ million pieces per year), Association President Frank Jacobson turned the meeting over to laundry manager-host John Mayo.

Mr. Mayo led the assembly in a discussion on the different methods of preparing clean linen for the flatwork ironer.

Among the methods cited were: (1) the mechanized setup where equipment consists of a continuous tumbler, spreader and folder; (2) the manual method where work is thrown on a table; (3) the fully prepared method wherein sheets are laid out and the corners turned up (one LM said he increased his production 30 percent using this method instead of #2), and (4) the hand-up method in which the shakers hand the work to the feeders.

No conclusions were drawn since conditions and equipment vary from plant to plant. But it did make food for thought. Even the type of material involved can affect ironer production. For example, it was mentioned that it is possible to do 25 percent more percale than sheets of 140 thread count.—Henry Mozdzer



from the complete line of Mathieson quality bleaches

Mathieson offers you a choice of three bleaches — Ad-Dri, HTH Granular, and HTH Soda Bleach Mix. You can pick the one that's best for your individual operation.

No matter which bleach you choose, you are assured of a quality product backed up by Mathieson's experience and reputation.

AD-DRI. The newest of the Mathieson bleaches that is added dry directly to the washer. The handy measuring cup included in each drum assures controlled bleaching—no waste of bleach power. Packed in 100-lb. "Leverpak" drums.

HTH SODA BLEACH MIX. For a dependable, economical bleach solution, try HTH Soda Bleach Mix. Simply add this pre-proportioned mix to water and you have a stable stock solution of sodium hypochlorite. Packed in 100-lb. "Leverpak" drums.

HTH GRANULAR. The more than 30-year standby of the laundry industry for making up stock bleach solutions. Containing 70% available chlorine, HTH Granular comes in 100-lb. full-opening lithographed steel drums and in sealed "measured unit" 3¾-lb. cans, 12 to a case.

Ask your laundry supply house for more detailed information, or write today.

AD-DRI® and HTH® are trademarks



OLIN MATHIESON CHEMICAL CORPORATION
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

ENTER NOW! . . . Join the

"PARADE of

Certificate of Honor

for

Outstanding Progress, Initiative and Leadership

Awarded to

Your Name

of

Your Company's Name

City and State

for a Story of Exceptional Achievement Which, When Studied by a Panel of Authoritative Leaders in the Laundry Industry, Was Judged by Them a Highly Significant Contribution to the Industry's Welfare

Awarded by

STARCHROOM LAUNDRY JOURNAL

In Its

1958 PARADE OF PROGRESS COMPETITION



Henry M. Meyer
Editor
STARCHROOM LAUNDRY JOURNAL

and compete for

\$10,000 in

Cash Awards

Bonus Prizes

Nationwide

Recognition

and these

Handsome

Certificates of Honor

There's a wealth of promotion opportunity for you in these handsome Certificates of Honor.

To qualify for one, just submit your story in the PARADE OF PROGRESS CONTEST. If it's rated "sig-

nificant" by the judges (even though it might not be one of the six top-winners), you get nationwide recognition in the JOURNAL's pages . . . and you earn a Certificate which

- cites you for outstanding progress, initiative and leadership
- identifies you as a "PARADE OF PROGRESS" laundry
- provides you with the basis of a program for building more and more laundry business!

Progress" Contest

You Can Use Your Certificate . . .

In Your Call Offices—framed and hung in your call offices, the certificate can remind your customers again and again that yours is a quality, nationally recognized service organization

IMPORTANT: *If you earn one certificate, you may have as many copies of it as you wish—for use in all call offices—and at no cost!*

In Window Displays—Blown-up, your certificate can be effective in your windows—dramatic, eye-catching, business-getting

As Truck Displays—again, blown-up, your certificate can travel throughout your routes, promoting the better merits of your company to both customers and prospects

As Salesmen's Talking Points—in pick-ups, deliveries and selling, your routemen can get across the superiorities of your company *verbally*

In Direct Mail—reproduced locally and mailed in quantity, the certificate can produce more business, particularly when tied-in with your own promotion tip-ons

As Bundle Inserts—part of your reproduced quantity can go into delivered bundles, again with your personalized promotion tip-ons

On Your Letterheads—printed in miniature on your letterheads, your certificate can keep you "up front" as a quality plant time after time

In Feature Advertising—that your company has been cited nationally as a "PARADE OF PROGRESS" laundry can be an exciting advertising theme—one that can make your customers and prospects sit up and take notice when reading your local newspapers

In Repeat Advertising—once launched in a feature ad, repeated references to your "PARADE OF PROGRESS" status—along with new feature copy—can keep your promotion going for months to come

In Publicity—surely, getting national recognition for improved operations is worth a local news story. Your evidence of that recognition is your certificate. And a phone call to your local newspapers could lead to a plant tour by the editors, their story, and the kind of promotion you can't pay for!

CHECK THE CONTEST RULES STARTING ON PAGE 35 OF THIS ISSUE!

WE URGE YOU TO START WRITING YOUR STORIES NOW!

The Final Closing Date For All Entries Is July 15th!

STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000

ABC/ABP

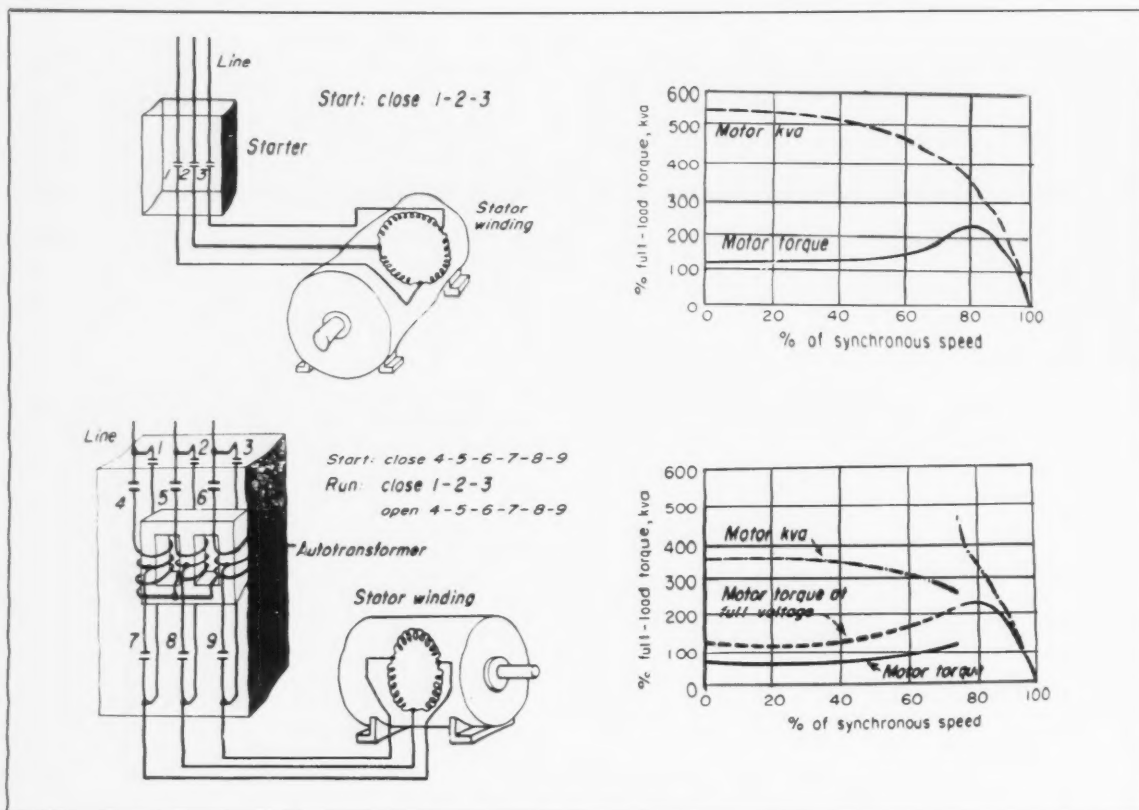


Fig. 1. (top). Across-the-line. Fig. 2 (bottom). Autotransformer (compensator).

Electrical Motors — Starting Problem

WE'RE SO USED to flicking a switch and having our electric motors come alive without a hitch that we don't think of motors as needing any special care. But when it comes time to add more electrical equipment these machines may begin to act up.

The average electric motor has an early operating experience somewhat similar to that of an airplane. Both pass through their most critical periods at their start, the airplane just as it leaves the ground and the motor just as it begins to spin. In each instance the loads are at their greatest. Here is what happens in motor start.

The usual motor is a 3-phase, a.c. induction motor (Fig. 1) and its starting is simplicity itself. (Each set of curls or pigtails in the sketch represents a single phase.) Normally the

By **JOSEPH C. McCABE**

motor is started in a manner the electrician describes as full voltage, across the line. The only problem such a starting method creates is one of stack. The motor is built to withstand the sudden surge of electricity through the windings and the rotor. But the danger point is low line voltage.

Low line voltage may be caused by overloaded transformers, inadequate wiring, or low system power factor.

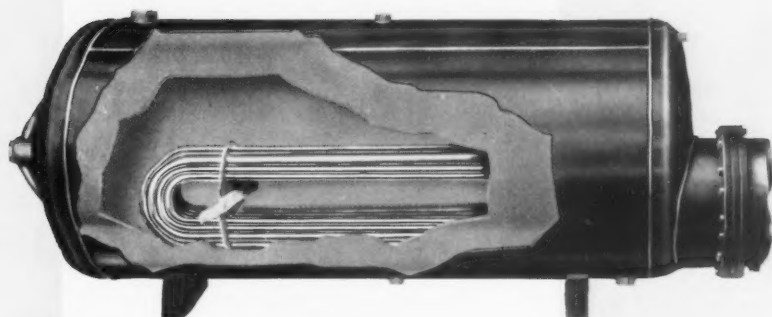
Overloaded transformers

In the case of the overloaded transformer, the power and light company has all the say. If you felt this was a problem in your plant the company

would come in and check over the connected electrical load.

The power company would check to see if the plant had mostly motors or lighting for the electrical load. Next, it would note what was done to start up the motor load. And possibly it would check to see how much load the motors were carrying. If in every instance the plant was operating in a sound fashion, the power company would recommend a larger transformer installation.

Power costs vary from section to section as do the power rates for different services. Usually, however, there is a charge based on the connected electrical load in your plant. This charge, known as the "demand charge," represents the return the power company must get for the ex-



P-K
Pre-Krete[®]-lined
storage water heaters

*give you added years
of rust-free service*

Why buy a plain steel storage water heater when you can have a P-K Pre-Krete-lined Heater with twice the life at only slightly higher first cost?

P-K, and P-K alone, gives you thermal design with a 75-year record of heat transfer experience, *plus* the corrosion protection of a non-staining, non-toxic, inert, special formula Pre-Krete lining that doubles the life of the heater—an exclusive P-K advantage.

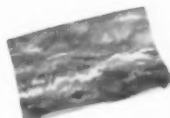
Pre-Krete is a pre-blended, low soluble, hydraulic cement with special additives. It is unaffected by extreme temperature changes and will not shrink, flake, or crack. If lining repairs are ever needed, one man can make them easily with minimum downtime.

For complete details, write for Catalog 19 on P-K Storage Water Heaters. For information on lining your existing plain steel vessels with Pre-Krete, ask for Bulletin 1012. The Patterson-Kelley Co., Inc., 2705 Wilson St., East Stroudsburg, Penna.

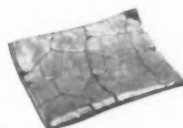
IN



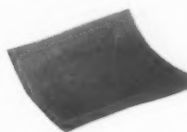
Storage Water Heaters • Instantaneous Heaters
 Converters • Freon Chillers and Condensers



Plain steel plate will corrode even under normal water conditions.



Ordinary cement linings tend to flake, crack and shrink, resulting in high maintenance costs.



Pre-Krete-lined plate is still in perfect condition after exhaustive testing.



new...

**LUDELL "DO IT YOURSELF"
HEAT RECOVERY KIT
FOR THE SMALL LAUNDRY**

RETURNS ITS COST EVERY 2 YEARS!

- Specially engineered for laundries using as little as 800 GPH to 3,000 GPH total water.
- SAVES 1/3 OF YOUR FUEL BILL.
- INCREASES BOILER CAPACITY 35%.
- No costly waste water pit is needed.
- EASILY INSTALLED. Kit is complete with prefabricated steel sump and other necessary components.

WRITE TODAY — get the facts on this low cost Bready System of Waste Water Heat Recovery!



Ludell Manufacturing Company
5200 West State Street • Milwaukee 8, Wisconsin

Representatives in the United States, Canada, Alaska
MANUFACTURERS OF BREADY SYSTEMS OF HEAT RECOVERY • BREADY SYSTEMS OF HOT WATER HEATING • WHEELER SELF-UNLOADING WASHER.



join

Starchroom

Laundry Journal's

**"\$10,000 PARADE OF
PROGRESS" CONTEST**

cash awards

certificates of honor

national publicity

DETAILS ON PAGE 35

tra equipment it used to meet the plant's requirements.

A part of that equipment is the transformer. The one you now have is of a size that the power company's experience indicates is ample. Hence we would be inclined to say that any motor starting troubles you now experience are attributable least of all to transformer overloading.

Inadequate wiring

The problems that can arise from inadequate wiring have been well pre-

sented of recent months in the drive by both public utilities and electrical construction firms to increase wiring capacities. We will touch only on the high points here.

In the usual plant, where the wiring was installed when the motors were put in, the wiring size can be assumed to be adequate. Whatever drop occurs from current through the plant conductors should present no problem during normal operation. But once again, the time when inadequate or even borderline wiring proves most troublesome is at start-up.

It must be remembered that the voltage line drop in motor circuits is frequently approximated on the basis that one volt will be allowed in the branches, two-thirds of the remaining drop in the mains and one-third in the feeders. Most of the allowable drop should be confined to the mains so that any variations in the load of one motor of a group will affect other motor groups as little as possible.

Where a group of motors is fed by a main and branches, the drop in the branches is frequently one volt or less, under normal conditions, because the

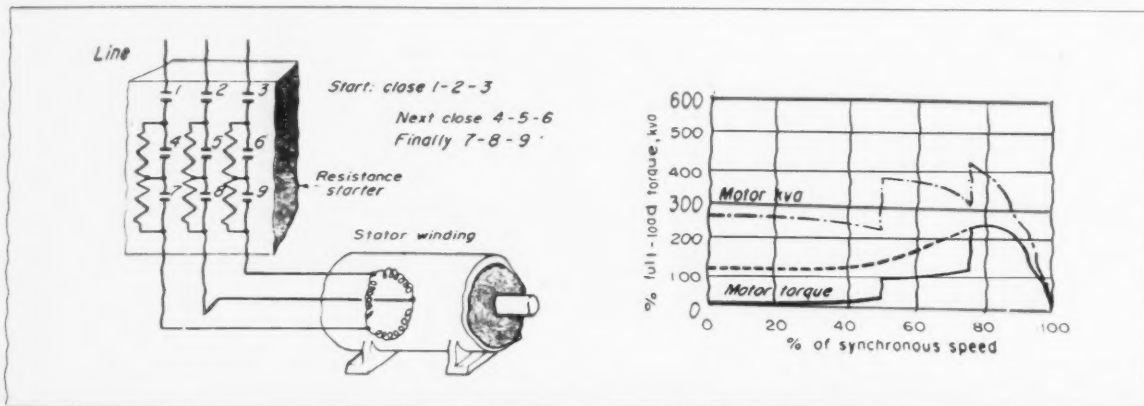


Fig. 3. Series-resistance



A GOOD BUY!



We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and

convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.

Remember, Inversand Zeolite Water Softeners are used by hundreds of commercial and institutional laundries everywhere . . . many for over thirty years.

Write for full details, or a Representative will call.

Bulletin IS-1 sent on request

HUNGERFORD & TERRY, Inc.

Clayton 8, New Jersey

Electrical Code requires that a branch conductor serving a motor be capable of safely carrying a current at least 25 percent greater than the normal full-load current of the motor.

Low system power factor

The difficulties low power factor presents to a laundry reminds us of an experience we had some years back. In this case the laundry suffered sorely from what it felt was an unfair power bill. We went in with enough electri-

cal test equipment to outfit a laboratory. Our findings indicated a very heavy current pull on a number of motors driving relatively light equipment. The motor nameplates showed the motors to be about the right size for the loads involved but we had the definite feeling that the motor frames were the largest we had ever seen for that size motor.

Sure enough, after checking further we found that the laundryowner had put in secondhand motors of considerably larger size than the nameplates

claimed. As a result these motors were never anywhere near ideal load. They were laboring along at a very low power factor and penalizing their owner with every turn.

A second source of poor power loading has since been corrected by the manufacturers. When fluorescent lighting first came upon the scene there were no power-factor corrective devices added. They raised havoc. But today lighting manufacturers have included a device called a ballast (in reality, a condenser) to compensate

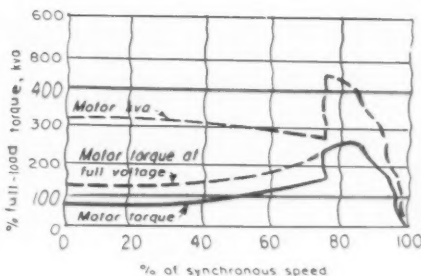
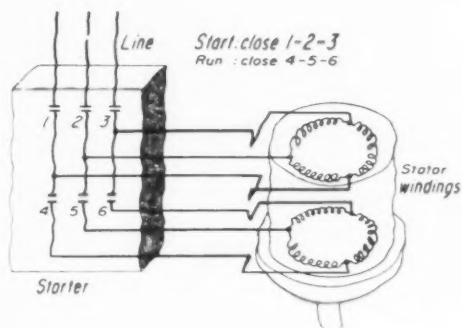


Fig. 4. Part-winding

for the poor power factor involved. To sum up: Motors that are properly matched to their load will operate with the least waste of current and hence give the best and lowest cost service.

Selective starting

Low line voltage can be caused by starting too many motors at one time or through incorrect sequence. If all motor-fed devices are started up at one time, the full pull of current on the lines is experienced and voltage dip is more severe. Ideally, motors should be started one at a time. And the next should not be turned on until the one preceding is up to speed.

Incorrect sequence is another cause of low line voltage. If there are many motors of various sizes, the smart practice is to start the largest motor first and then work down to the smallest. The reasoning here is that the larger the motor, the heavier the pull of current it takes to get it started.

Electrician's aids

So much for outlining the general problems involved and the ways of getting around them. Here are some of the specific suggestions that can be applied if trouble develops.

Starting methods

1. **Across-the-line** (Fig. 1). The simplest way to start the induction motor is at full voltage. Since modern motors are designed to stand shock, motors of several hundred horsepower are sometimes started across the line. Full-voltage starting is impractical if utility won't permit large starting-current surge, or where starting current causes a troublesome voltage dip in the plant. Very often the driven machine can't stand the mechanical shock of across-the-line starting torque, and reduced-voltage starting is employed to get smooth acceleration of load.

2. **Autotransformer** (compensator — Fig. 2). Manual or automatic operation connects the motor to the autotransformer taps and the autotransformer to the line when starting. The motor is switched over to the line at about 75 percent of synchronous speed, and the autotransformer is disconnected. Autotransformers have two

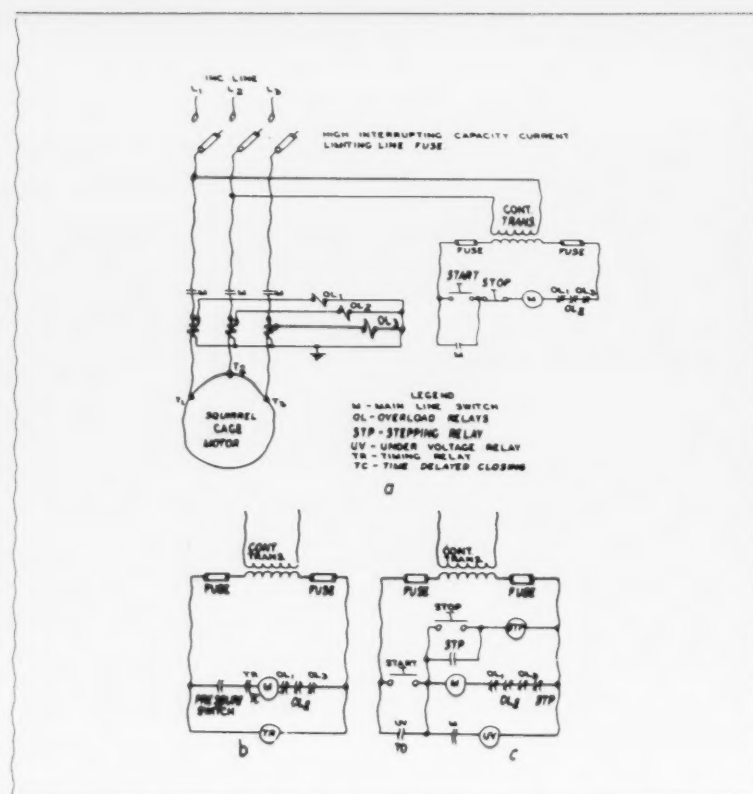


Fig. 5. Diagram for a full-voltage cage motor controller. (a) Three-wire control providing instant shutdown on loss of voltage. (b) Two-wire control providing low voltage release and automatic restarting. (c) Time-delay undervoltage provides for automatic restarting during a time interval.

or more taps available, making it possible to set the compensator for the starting requirements of the load. Choice of voltage taps gives a range from 65 percent to 80 percent of line voltage. Advantages of the compensator are lower power loss, lower line current and less radiated heat.

3. **Series-resistance** (Fig. 3). Reactance or reactance-resistance combinations are sometimes employed instead of resistance. The circuit is closed throughout the starting period, the contactors closing in sequence to short out resistance. Reactor-resistor arrangements reduce sharpness of steps, produce smoother speed-torque curves. Power loss and initial expense of equipment make series-resistance (or reactance) starting less popular than compensator starting except where series-resistance characteristics are especially to be desired.

4. **Part-winding** (Fig. 4). This method, which is gaining in popularity for large motors, has lower first costs, but the motor must be designed for part-winding starting. Windings are divided into sections such that the motor will start on one section. Other

sections are connected in parallel until all are operating when the motor is up to speed. The impedance of a single section is high enough to limit the starting current when full voltage is applied. Paralleling additional sections reduces impedance as motor speed climbs until the last step completes winding.

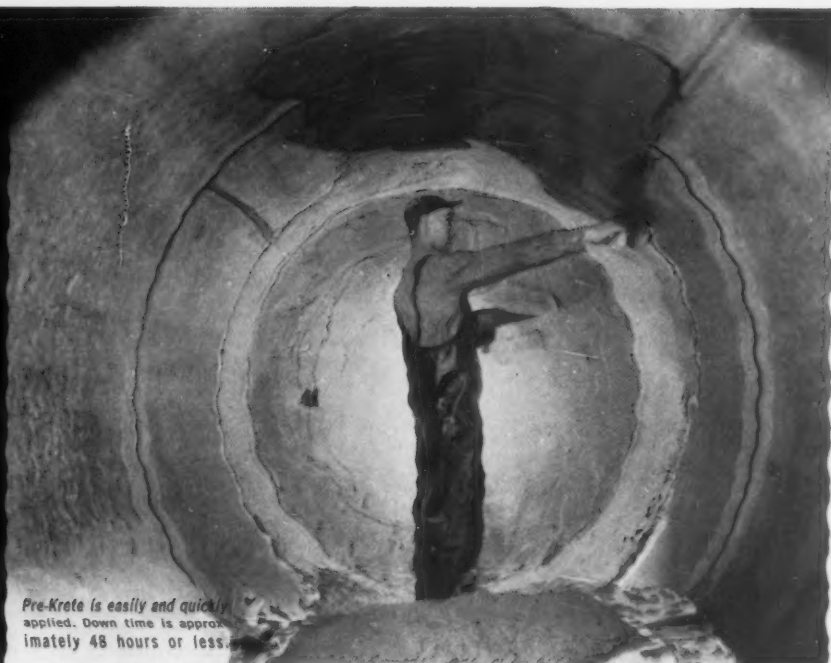
Systematic starting, true enough, allows motors to start successfully without too heavy a line drop but there needs to be some protection to other motors while they are running. Fig. 5 shows some forms of low-voltage protection. Here, if a severe dip in line voltage should occur or a momentary complete loss of juice develop, the control sealing circuits drop out to stop all motors.

Some object to this loss of all motors since it means establishing original starting procedure and the loss of considerable time in the doing. So Fig. 5c, a "time-delay undervoltage protection" scheme, is used. This allows a dropout on low-voltage dips but automatic restarting if the dip lasts only a limited time. This time limit is present as determined by the equipment involved. □□

join
Starchroom
 Laundry Journal's
"\$10,000 PARADE OF PROGRESS"
CONTEST
 details on page 35

**Don't
replace
corroded
steel
vessels—**

Pre-Krete is easily and quickly applied. Down time is approximately 48 hours or less.



Pre-Krete® can give them a long, new life

Tests by an independent laboratory—complete report on request—indicate that special formula C-17 Pre-Krete cement lining can greatly prolong the life of open or closed steel vessels. The test was made under conditions much more severe than those encountered in actual use. For years, thousands of Pre-Krete lined vessels have demonstrated this enduring quality.

See your Pre-Krete Dealer-Applicator

Now Pre-Krete is available to you, in your area, through carefully chosen dealer-applicators. These P-K franchised representatives (listed below) will call without obligation on your part and estimate the cost of Pre-Krete lining. If you have a maintenance staff familiar with applying cement linings, our P-K

Dealer-Applicator will furnish your needs from stock. Your own applicator can probably qualify for a Pre-Krete franchise if the territory is open. More dealer-applicators are being added daily.

Enjoy years of rust-free water service with Pre-Krete. And remember, it imparts no discoloration, is non-toxic and completely inert to most chemicals. Write for Bulletin 1012 for laboratory test results and complete information on Pre-Krete's applications to your needs.

pocono  fabricators inc.

Division of the Patterson-Kelley Co., Inc.

2705 Linton Street, East Stroudsburg, Pennsylvania

ALBANY
S. B. Higgins Company, Inc.
Broadway and 25th Street
Watervliet, New York

ALBUQUERQUE
Alpha Engineering, Inc.
110 Gold Avenue, S.E.
Albuquerque, New Mexico

BIRMINGHAM
Industrial Mastic Co., Inc.
P.O. Box 1613
Birmingham, Alabama

BISMARCK
Lignite Combustion
Engineering Corp.
215-223 Airport Road
Bismarck, North Dakota

CASPER
Construction Specialties Co.
P.O. Box 271
Casper, Wyoming

CINCINNATI
Frank W. Schaeffer, Inc.
3426 Spring Grove Avenue
Cincinnati, Ohio

COLUMBUS
Frank W. Schaeffer, Inc.
635 East Weber Road
Columbus, Ohio

DAYTON
Frank W. Schaeffer, Inc.
38 South Beckel Street
Dayton 3, Ohio

DENVER
Construction Specialties Co.
P.O. Box 927
Denver, Colorado

DETROIT
M. A. Santoro Company, Inc.
6730 East McNichols Street
Detroit, Michigan

DORCHESTER
Fireproofing Corporation of
America
413 Bowdoin Street
Dorchester, Massachusetts

DUBUQUE
A. V. McDonald Mfg. Co.
350 Dodge Street
Dubuque, Iowa

EASTON
A. McNeil Company
4055 William Penn Highway
Easton, Pennsylvania

EAST BETHANY
Frank Daily
R. F. D. #1
East Bethany, New York

ESSEX JUNCTION
S. B. Higgins, Inc.
27 Park Street
Essex Junction, Vermont

GRAND RAPIDS
D. C. Byers Company
3120 Madison Avenue, S.E.
Grand Rapids 8, Michigan

KANSAS CITY
Anderson-Stolz, Inc.
1727 Walnut Street
Kansas City 8, Missouri

KNOXVILLE
Boiler Supply Company
2006 Sutherland Avenue
Knoxville, Tennessee

MCCOOK, ILLINOIS
National Coatings Corp.
Highway 66 at 1st Avenue
McCook, Illinois

MILWAUKEE
J. B. Wilson Company
4831 West State Street
Milwaukee 8, Wisconsin

NASHVILLE
Boiler Supply Company
490 Craighead Street
Nashville, Tennessee

NEWARK
McNeil Construction Co.
17 Herbert Place
Newark, New Jersey

NEW HAVEN
The Thermal Acoustics, Inc.
81 Farwell Street
West Haven, Connecticut

NEW YORK
Fireproofing Corporation of
America

611 Broadway
New York 12, New York

OMAHA
Boilerkraft Company
3911 Leavenworth Street
Omaha, Nebraska

PENSACOLA
Industrial Mastic Company
Pensacola, Florida

ROANOKE
J. J. Bower Company, Inc.
R. F. D. #10, Box 210
Roanoke, Virginia

SAN FRANCISCO
Joseph F. Gisler Company
275 Brannan Street
San Francisco 5, California

SEATTLE
Chemical-Proof Corporation
611 Seattle
625 Alaska Street
Seattle 8, Washington

ST. PAUL
The Plum Company
2295 University Avenue
St. Paul 14, Minnesota

CANADA
Sarco Canada, Ltd.
611 Gerard Street, East
Toronto, Canada

HAWAII
Dearborn Chemical Company
941 Waimanu Street
Honolulu, Hawaii

Laundry News Notes



OCEANLAKE, ORE.—Mr. and Mrs. Glenn M. Zimmerman have announced the opening of Oceanlake Laundry.

TACOMA, WASH.—A fire which destroyed Tacoma Laundry caused damage estimated at \$400,000.

PORTLAND, ORE.—American Linen Supply Co. and Northwest Industrial Laundry have presented a camera to the safety education unit of the police department for its safety promotion work in the city school system.

WATERTOWN, S. D.—A grand opening was held recently at Around the Clock Laundromat, coin-operated laundry, 7 Eighth St., S. W., owned by D. Lyle and his son, David.

SPRINGFIELD, ORE.—A building at 14th and Main Sts. is being remodeled for the establishment of Acme Fast Serv-

ice Laundry and Cleaning. Jack Sasser of Springfield Cleaners will operate the business.



TALLAHASSEE, FLA.—Murray Crowley has been elected president of the Tallahassee Launderers and Dry Cleaners Association. Elected to serve with Mr. Crowley for the coming year are T. C. Fortson, vice-president; C. E. Williams, secretary, and Frank Wollschlager, treasurer.

ANNISTON, ALA.—M & M Laundry and Cleaners has been opened in a newly remodeled building at 115 E. 10th St. by Roger and Peck Mallory.

RICHMOND, VA.—Royal Laundry will occupy space in the Williamsburg Road Shopping Center. Herbert Fried, president of the firm, said this will be the company's ninth Richmond branch.

KNOXVILLE, TENN.—Neal Ridley and J. M. Biddle, owners of C&S Laundry Co., Inc., 1200 E. Magnolia Ave., will open a new plant in the Bearden Shopping Center. C&S also has a plant in Fountain City and Oak Ridge.

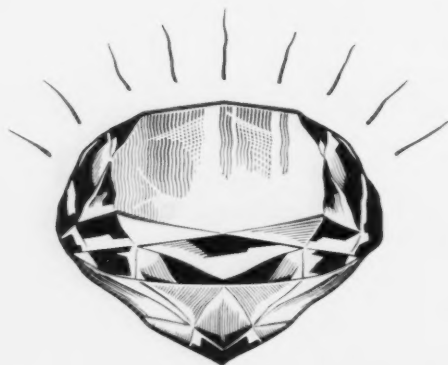
WASHINGTON, D. C.—Diaper Service Institute of America, with headquarters in Philadelphia, Pa., has announced the appointment of Stanley I. Posner as DSIA Washington counsel.



NEWARK, N. J.—A \$100,000 modernization project in the laundry at Mountainside Hospital, part of the hospital's \$2,500,000 general improvement program, has been completed.

BROOKLYN, N. Y.—Robert Young, president of Pilgrim Laundry, Inc., has been appointed chairman of the Cleaners and Dyers Division of the Brooklyn Red Cross 1958 campaign, it has been

There is Only One HOPE DIAMOND



and there is Only One **R/M REVOLITE®**
world's outstanding line of LAUNDRY PADS AND COVERS

Raybestos-Manhattan REVOLITE is highly favored by commercial and institutional users everywhere for economy, durability and troublefree performance. REVOLITE Covers come in various types ideally suited to the items to be ironed and the finish desired. They are the standard semipermanent covers in the industry. REVOLITE Pads are made of high quality asbestos fiber, protected by resilient asbestos binder to give you a more uniform padded roll.

Both operate perfectly at higher temperatures. Faster machine speeds are also made possible. Their top quality and exceptionally long life minimize costly downtime for roll changes and

other causes. You pocket big savings on power and labor costs.

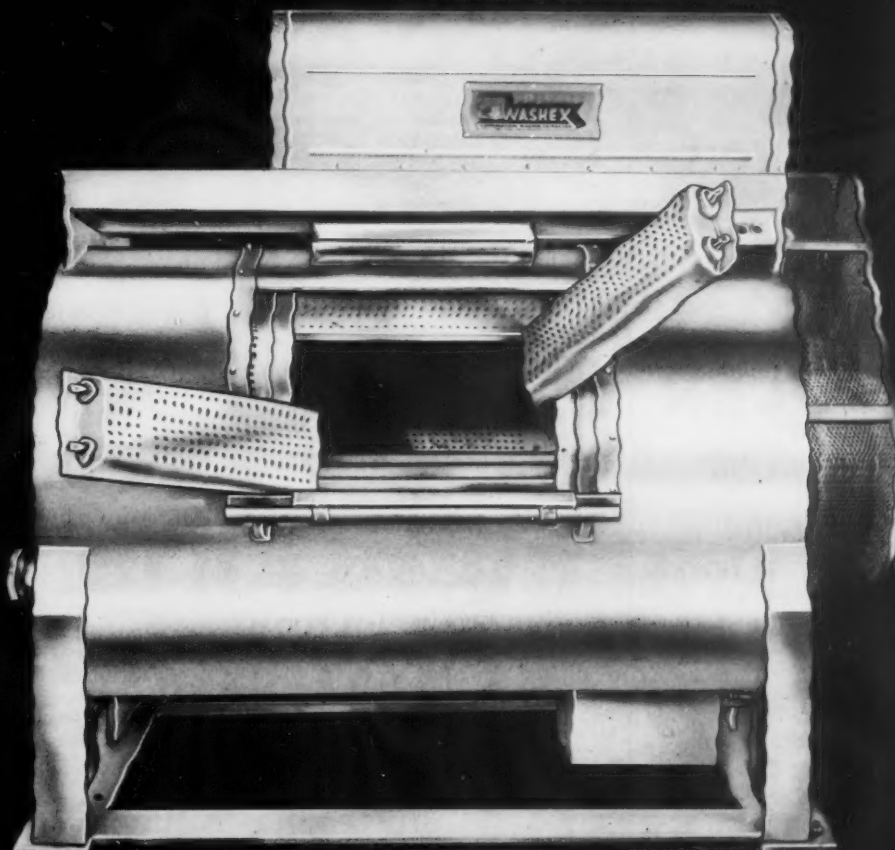
Written Guarantee. Decades of research, development and proved performance in the field have made possible the iron-clad REVOLITE guarantee. We say they outlast others several times over, and they will.

You can place your trust in America's largest producer of fine asbestos textiles. R/M REVOLITE is sold by Raybestos-Manhattan salesmen in the New England, Middle Atlantic, and Central states and by distributors in other areas. Write today for the REVOLITE story and we will have our man call on you. No obligation, of course.



RAYBESTOS-MANHATTAN, INC.
REVOLITE DIVISION, 500 Fifth Ave., New York 36, N.Y.
Phone: BRyant 9-4390

RAYBESTOS-MANHATTAN, INC., Laundry Pads and Covers • Asbestos Textiles
Engineered Plastics • Mechanical Packings • Sintered Metal Products • Industrial
Rubber • Rubber Covered Equipment • Abrasive and Diamond Wheels • Brake
Linings • Brake Blocks • Clutch Facings • Industrial Adhesives • Bowling Balls



WASHEX

for Laundry

slashes washroom costs by 50%

- Doubles — even triples your present POH*
- Shorter wash formula!
- Substantial savings in water, steam and supplies!
- Simplified operation!

*Pounds per operator hour

Find out how Washex can effect major production savings in your plant. Write for latest Bulletin T-271.

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N. Y.

5 WAYS YOU SAVE with ZEIDLER Specialties

1. SPRING CUSHION

You Can Install Yourself
On STANDARD
Flatwork Ironer Rolls
(Also for Float Rolls)

2. SPRING PADDING

for Drycleaning and
Laundry Presses
(Including Cabinet Type)

3. STRIPPING AND GUIDE DEVICE

4. "SUR-DRIVE" KIT for Flatwork Ironer Feed Ribbon

5. DOFFER ROLLS for Flatwork Ironers

ZEIDLER
MANUFACTURING CO., INC.
633 Concord Ave.
MAMARONECK, N. Y.

Please send us information, including
prices, on:

- ☐ Spring Cushion
- ☐ Spring Padding
- ☐ Stripping & Guide Device
- ☐ "Sur-Drive" Kit
- ☐ Doffer Rolls

Name _____

Address _____

City _____ State _____

8-224

announced by George R. Raab, chairman of Commerce and Industry Committee of the 1958 Brooklyn Red Cross Fund Drive.

WAPPINGER FALLS, N. Y.—Vince Liardo and William Sterry Hunt have announced the merger of Blue Ribbon Laundry and Cleaners, E. Main St., and Liberty Cleaners, Post Rd.

FREDERICTON, N. B., CAN.—Jack Budovitch has purchased Wilson's Laundry and Cleaners Ltd., Westmorland and Aberdeen Sts., from his sister-in-law, Mrs. Frances Budovitch.

DUDLEY, MASS.—Village Laundry was granted a contract to launder towels for the Parks Department in 1958.

POUGHKEEPSIE, N. Y.—Hudson Valley Laundry and Cleaners, Brookside Ave., and Sun-Ray Laundry Service, 19 N. Hamilton St., have merged. The firms will operate as Sun-Ray Hudson Valley Corp. Operations will be continued at both plants for the present. Eventually work will be consolidated at the Brookside Ave. premises. The new officers are Moe Hodas, president; Leon Steinman, vice-president and treasurer, and Daniel H. Hodas, secretary.



HERMANN, MO.—William Tilly, Jr., has purchased Rathert Laundry from Merlin Rathert.

NILES, MICH.—The opening of Laundromat, coin-operated laundry, in the Eastgate Shopping Center on Oak St. has been announced by the proprietor, Duane Noble. Mr. Noble is president of Hoosier, Jaxon and Puritan Laundries and Cleaners, all located in Elkhart, Ind.

STUEBENVILLE, OHIO—Star Laundry & Dry Cleaning Co. was among the firms to be honored for industrial safety at the Seventh Annual Awards Banquet sponsored by the Jefferson County Industrial Safety Council recently.

ALBION, MICH.—A coin-operated laundry will be established at 317 Austin Ave., according to an announcement by Dr. Dwight Landon and R. H. Deal.

DETROIT, MICH.—Horace McKnight, Palace Model Laundry, has been

elected president of the Detroit Institute of Laundering. Other officers are V. B. Watkins, Grand Laundry, vice-president; Horatio B. Lewis, Dy-dee Wash, Inc., secretary, and Bernard Milinsky, Wayne Laundry, treasurer. W. H. Balkwill is executive secretary. All officers will serve on the board of directors with Robert Hermans, Troy Laundry; Jack Lapides, Quality Laundry; John Anker, LaMeasure Laundry; Walter Risdon, Hoyt Laundry, and Nathan Weinstein, Sanitary Laundry.

GALION, OHIO—Construction has been started on a new building at 910 Bucyrus Rd. to house Laundromat, coin-operated laundry, it was announced by owner Paul R. Sonner.



DALLAS, TEX.—William Eddy has been elected president of the Texas Association of Institutional Laundry Managers. Other officers elected are Edward Hennessy, Fort Worth, vice-president, and Claude Jones and Alton Horne, Dallas, secretary and treasurer, respectively.

FORT RUSSEL, TEX.—An open house was held recently at Fort Russell Laundret, coin-operated laundry, by Mr. and Mrs. Hoyle Cooley.

SACRAMENTO, CALIF.—Fire destroyed Community Linen Rental Service, 2114 Alhambra Blvd., causing an estimated damage of \$600,000.

LAKEPORT, CALIF.—Dick Dare has purchased Lakeport Laundry and will operate the establishment under that name.

LOVINGTON, N. M.—Hubert Gill and Hubert Maddox have announced plans to open a coin-operated laundry at 117 W. Ave. D.

KANSAS CITY, MO.—Jack Spence is the new president of Southwestern Linen Supply Association. Other officers are Clarence Buss, Shreveport, La., vice-president, and W. Smith Shepherd, Beaumont, Tex., secretary-treasurer.

CHINO, CALIF.—Rhodie's Laundromat, coin-operated laundry, was scheduled to be opened by Mr. and Mrs. F. W. Rhodehouse at 5486 Riverside Dr.

LLANO, TEX.—Herman and Faye Raesener have announced plans to establish a coin-operated laundry in the Wiley Bldg. The establishment will be operated as Holiday House.

“In nearly 2 years of constant service we haven’t found one sign of wear or acid deterioration in our fender cloths of 100% Acrilan®...”

reports Chas. Todd, Jr.

Chas. Todd Uniform Rental Service Co., St. Louis, Mo.

Right now, Mr. Todd has some 7,000 fender cloths of 100% Acrilan in his weekly rental service, many of them nearly two years old. *And he has yet to find one acid hole . . . or make his first replacement!* What's more, these covers are so tough, Mr. Todd has completely eliminated a full-time mending job from his payroll.

Economy? As Mr. Todd states:

ever since he switched his entire fender cloth operation over to Acrilan, he's had direct savings all along the line. And so will you.

For a shrink-resistant . . . acid-resistant . . . heat-resistant fender cloth of 100% Acrilan, the acrylic fiber by Chemstrand, will still be going strong when you've replaced an ordinary fender cloth for the *fourth* time!



THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVE., NEW YORK 1, N.Y.

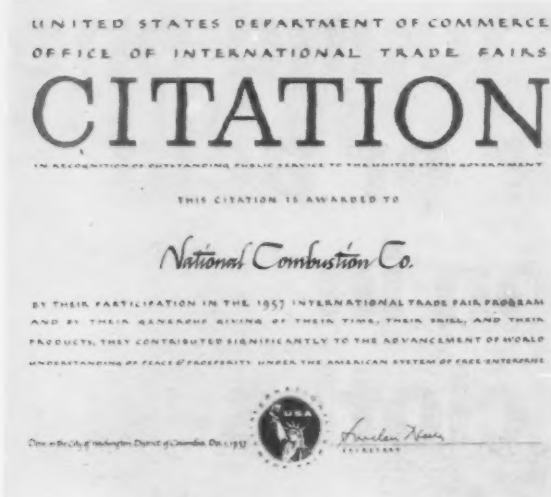
DISTRICT SALES OFFICES: 350 Fifth Ave., New York 1; 3½ Overwood Rd., Akron, Ohio; 197 First Ave., Needham Heights, Mass.; 129 West Trade St., Charlotte, N. C. Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND® NYLON—Pensacola, Fla.

NEWS

From the

ALLIED TRADES

Natco Receives Award



The National Combustion Company, 101-06 43rd Ave., Corona, N. Y., has been awarded a U. S. Department of Commerce citation as a result of the company's participation in 1957 World Trade Fair activities.

Natco cooperated in the International Fair held in Izmir, Turkey, in the summer of 1957, and was represented at the fall

exhibit in Zagreb, Yugoslavia. Over a million visitors toured the United States Pavilion during the 16-day fair period.

In citing Natco, Secretary of Commerce Sinclair Weeks called particular attention to the fact that participating companies performed outstanding public service to the United States Government.

Duvall Succeeds Kenny at Callaway Mills



R. WINFREY DUVALL, JR.

James W. Kenny, veteran salesman for Callaway Mills, Inc., New York, retired on April 15 after 25 years of service. R. D. Williams, Jr., president



JAMES W. KENNY

of the company, presented him with the 25-year service pin and a gold watch.

Mr. Kenny started with Callaway Mills in 1933. At the start

he covered eight states for the Rockweave Laundry Textile Division—Kentucky, Ohio, New York, Pennsylvania, Maryland, Delaware, Virginia and West Virginia. He covered an average of 29,000 miles a year, and each year his sales volume rose. He finally became one of the top salesmen for the Rockweave Laundry Textile Division.

Mr. Kenny is succeeded by R. Winfrey Duvall, Jr. Mr. Duvall will cover central Pennsylvania, Delaware, Maryland, District of Columbia, Virginia and North Carolina. Mr. Duvall has served in a supervisory capacity throughout the entire laundry operation in both institutional and commercial laundries.

Cowles Forms New Divisions

The Cowles Chemical Company, Cleveland, Ohio, has formed five new sales divisions and appointed five division sales managers, announced W. J. Schleicher, manager of the Laundry Chemical Department.

C. D. Philip has been appointed sales manager of the Eastern Division, with headquarters in greater New York City; P. J. Schleicher of the Southern Division, with headquarters in Dallas, Tex.; R. M. Bateman of the Midwestern Division, with headquarters in Cincinnati; W. G. Brawner of the Western Division, with headquarters in Chicago; P. H. Kack of the Pacific Division,

with headquarters in Portland.

These division managers will work with R. G. Johnson, sales manager of the Laundry Chemical Department.

Prosperity Picks Cooper



HARRY G. COOPER

Harry G. Cooper has been named acting sales manager for Prosperity by Richard O. A. Petersen, newly appointed president of the Prosperity Division of Ward Industries Corp. Mr. Cooper reports directly to the president and is responsible for domestic sales.

Mr. Cooper has been associated with the drycleaning and laundry industry for nearly 45 years. He has been with Prosperity since 1928, and has been responsible for the development of a number of items in the company's line.

Tingue, Brown Holds Sales Meeting



Tingue, Brown & Co., New York, held a one-day sales meeting recently in Chicago prior to the American Institute of Laundering convention.

The meeting covered all of the mechanical fabrics and new developments offered the laundry industry by Tingue, Brown & Co., including the company's new flatwork ironer pad.

Representatives who attend-

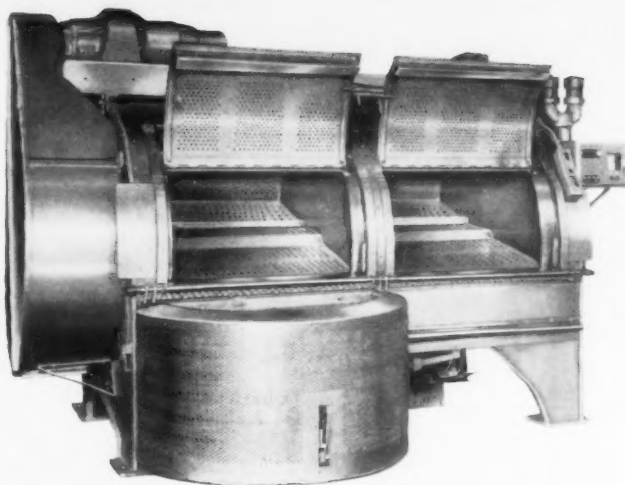
ed the meeting, shown left to right, front row: Harold P. Payne, assistant vice-president and manager of the Los Angeles office; John W. Foster, chairman of the board; Owen P. Campbell; Michael J. Doyle; Robert H. Dunham, sales manager; William M. Tingue, president, and Charles W. Clines, manager of the Atlantic office. In the rear: Richard K. Bird,

available with partial or complete AUTOMATION!

C/L WASHERS

give you superb "no-maintenance" performance
backed by the industry's only

5-YEAR GUARANTY



ILLUSTRATED: C/L 60" x 96" Pullman Slide-Out Washer with 4 compartments, 4 doors. Dry weight capacity 900 lbs. Special low-front design for rapid and effortless unloading. This Washer, with single-end drive and hinged doors, is also available . . . as are all C/L Washers . . . with double-end drive or with sliding doors.

a washer designed for you!

Your C/L Washer is individually engineered to suit your specific requirements! **AUTOMATION?** C/L Automatic Controls offer you any desired degree of automation including completely automatic feeding of supplies! **SIZE?** Up to 64" x 160" and in any dry weight capacity from 50 lbs. to 2000 lbs. per load! **CYLINDER TYPE?** You name it — open pocket type, with or without slide-out unloading shelves; Pullman slide-out; or "Y" slide-out. **LOW FRONT?** The C/L patented Compro-Seal Automatic Shell Door Assembly gives you all the rapid unloading advantages of low front design . . . without costly water spillage!

But . . . most important of all . . . your C/L Washer, and only the C/L Washer, offers you the 6 vital points of superiority that have earned its unique "no maintenance" record. And each of these points is backed by the industry's only 5-Year Guaranty!

5-YEAR GUARANTEE ON THESE 6 IMPORTANT POINTS!

- C/L Evertite Cylinder Door Lock
- C/L One Piece Steel Trunnion
- C/L Compro-Seal Automatic Shell Door Assembly
- C/L Rigid Frame
- C/L Sealomatic Trunnion Seal
- C/L Stainless Steel Cylinder

Unconditionally guaranteed against all defects except those caused by faulty operation!

WRITE, PHONE, OR WIRE FOR FULL DETAILS



CUMMINGS-LANDAU

Laundry Machinery Co., Inc.

305-17 Ten Eyck Street, Brooklyn 6, N. Y. TEL. HYacinth 7-1616 • Cable Address: "CUMLAMAC"

for longer life on press and mangle

insist on

Thomaston

"PEERLESS"

(BRAND)

COTTON COVER DUCK
COTTON COVER CLOTH

in wanted sizes
and weights

available
through your
supply jobber

Top quality, durable products developed expressly to give superior service for long periods. Perfected to produce a fine, smooth finish on all types of work. Also manufacturers of **INDUSTRIAL TEXTILES** such as: TIRE FABRICS • HOSE AND BELT DUCKS • SHEETINGS • CHAFERS YARNS • THREADS • COATING FABRICS • WRAPPING TWINES

DIVERSIFIED COTTON FABRICS.

Other Available Facilities:

BLEACHING, DYEING, FINISHING, SEWING

THOMASTON MILLS, THOMASTON, GA.

New York Office: 40 Worth Street

★ join

Starchroom

Laundry Journal's

"\$10,000 PARADE OF PROGRESS" CONTEST

cash awards
certificates of honor
national publicity

DETAILS ON PAGE 35



NEW!

Key-Tag BASKET TRUCK

Built like a battleship! Heavy-duty all-steel construction. Ventilated—easy to keep clean. Nests to save space. Use with plastic liner to keep work moist. A real workhorse!

8 bushel \$48⁰⁰ 14 bushel \$55⁰⁰ 20 bushel \$61⁰⁰

THE KEY-TAG CHECKING SYSTEM CO.
6509 HOUGH AVENUE • CLEVELAND 3, OHIO

New York District sales manager; Robert W. Shaw; Donald H. Miller; William H. Norwood; John R. Farrell; William J. Allison; George W. Kelch; George Knott; Michael P. Joyce; Eugene Gartland; Andrew L. Hill; Earl E. Carson; Harry W. Stander; Kent Hammer, and Walter Boeckley.

Keever Expands Southern Sales Service



CHEEK DIXON SPARKS GOANS BOND

Keever Starch Co., Columbus, Ohio, has expanded its sales-service organization in the Southern states, according to R. W. Allen, sales manager.

F. T. (Tip) Dixon is a new sales representative who will cover western Tennessee, Arkansas and Louisiana. Until recently Mr. Dixon worked in the same territory for a large laundry machine manufacturer.

George F. Sparks, another recent addition, will cover the entire South, specializing in Jumbo Press Pad applications.

Hugh Cheek will continue to cover Texas and New Mexico.

20 years experience with Jumbo Press Pads while associated with the International Steel Wool Co., which is now associated with Keever.

John H. Bond, who has been Keever sales-service man in Birmingham for the last six years, will cover Georgia, Alabama and Florida, from headquarters in Atlanta.

Jack L. Goans is now working in a more concentrated territory comprising the Carolinas and eastern Tennessee.

Ash Receives Ajax "Oscar" for Sales



Henry Ash (shown second from left) of Excell Laundry Machinery Co., New York, received the 1957 Ajax Oscar for outstanding sales performance and dealer excellence at a banquet held in Chicago during the American Institute of Laundering convention. Presentation of the award was made by Nicholas Strike (center), general manager of Ajax Pressing Machine Co., George Strike, Peter Ash, John Strike look on.

Prosperity Foreign Staff Attends AIL Convention



Representatives of the Prosperity Exporting Corporation, Harry G. Cooper, director of market research for Prosperity, talked on U. S. trends in the laundry and drycleaning industries. Don-

ald Giancola, executive vice-president of Prosperity Exporting, served as master of ceremonies and discussed new company products.

Among the Prosperity representatives present were, clockwise from lower left: E. Davis of Prosperity; Sixten Colhag of VAB Calor, Stockholm, Sweden; E. A. Winnewisser of Prosperity; Alvaro Ceballos of Bogota, Colombia; R. L. Hansen of Prosperity; Lucien Guibert of Paris, France; Marc Chacona of Pros-

perity; Sverce Lie of Caracas, Venezuela; Egon Echmayer of Prosperity; Candido Rodriguez of Havana, Cuba; Antonio Martinez de la Vega of Mexico City, Mexico; Carlos Feliu of San Juan, Puerto Rico; George Caffrey of New York City; Holger Petterson of Stockholm, Sweden; Donald J. Giancola, H. G. Cooper and Robert A. DeBottis of Prosperity; Mr. and Mrs. Manuel Tamez of Mexico City, Mexico; L. F. Broad of London, England.

Forse Appoints Gberman and London



CHARLES GERBERMAN



RONALD LONDON

Forse Corporation, Anderson, Ind. has appointed Charles Gberman product sales manager for the company's Dry Cleaning Machine Division, Mr. Gberman, who previously held the position of district sales manager for the Washington-

Baltimore-Philadelphia area, has been with Forse for four years.

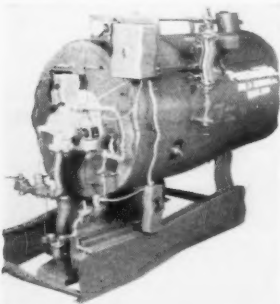
Ronald London has been appointed district sales manager replacing Mr. Gberman. Mr. London has previously been sales manager for a large Baltimore equipment distributor.

NEW PRODUCTS AND LITERATURE

Continued from page 8

chinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

Packaged Automatic Boiler



A new packaged automatic boiler has been designed specially for smaller steam users by Orr & Sembower, Inc.

The Model 5 Powermaster is a complete self-contained integrated boiler and burner with all controls installed, mounted on its own steel foundation.

Combination burners for burning either oil or gas can be furnished. The Model 5 is available in both high-pressure and low-pressure designs, and in 15, 20 and 30 hp. sizes.

Electronic programming and safety controls are provided and a variety of optional accessory controls and equipment.

For further information write for Bulletin #1250 to Orr & Sembower, Inc., Morgantown Road, Reading, Pa.

New Water Conditioner



Evis Water Conditioner now has a more highly developed field of influence incorporated

THERMO-SEAL

CUTS PRODUCTIVE LABOR COSTS IN OVERALL OPERATION

99A15

ACTUAL SIZE
TAG

THERMO-SEAL MODEL H5J-1

\$1250

LIST PRICE



Now!

UP TO
3 YEARS
TO PAY!



LOW DOWN PAYMENT! 6% SIMPLE INTEREST!

DOWN PAYMENT	MONTHS TO PAY	BALANCE WITH INTEREST	MONTHLY PAYMENT WITH INTEREST
\$250.00	36	\$1090.00	\$30.27
250.00	24	1060.00	44.16
250.00	18	1045.00	58.05
250.00	12	1030.00	85.83

(For a limited time only)

Now! Turn to Thermo-Seal Temporary Identification and the Small Lot System and cut deeply into productive wage hour costs. Make tremendous savings with the most rapid and accurate system ever devised. Supervision and workers have spot check to expedite flow of all lots, all classifications and all pieces... by lot color and number and bundle numbers. Old and new hands can immediately understand and apply the system with utmost efficiency. Yes! Work moves faster, costs are cut and shorts become practically nil.

FASTEST HEAT SEAL — 2½ sec. normal laundry work.

TAGS WORK GARMENTS — Heavy khakis and greasy overalls by flick-switch selective timing.

TAGS SEAL ANYWHERE — Even over seams.

100% IDENTIFICATION of all pieces. Tags seal on Thermo-Flags for pin-ons, small net or pin-assembled classifications.

Built-In Voltage Regulator. Thermo-Seal Tape-roll in Nine Colors and White. No solvent used.

TEXTILE MARKING MACHINE CO., INC.
2204 ERIE BLVD. E. SYRACUSE 1, NEW YORK

See Your Jobber!



"BAR-KEY SAVES YOU MONEY... AND FITS
YOUR PRESENT IDENTIFICATION SYSTEM."

Barker Manufacturing Co.
730 East Michigan Ave. - Phone WO 4-9661
Battle Creek, Michigan

**You wouldn't have half a roof on
your laundry, so why use a Wax
Lubricant that does only half a job
on your ironers?**

SPRA MINIATURE BEADS OF WAX

are hydrogenated to do a complete job
on your ironers. Order through your sup-
ply house.

VICTOR ZOZ CHEMICAL CO.

1218 North Marshall Street

Philadelphia 22, Pa.

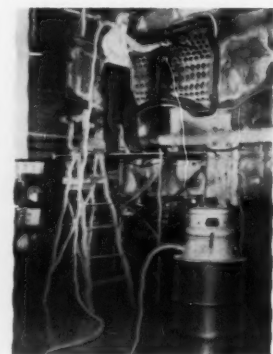
into the crystalline metallic product, announces the Evis Manufacturing Co.

The Evis process helps maintain softener efficiency by keeping the zeolite minerals clean longer. Calcium and magnesium salts in the water are deposited in the form of movable, drainable sludge.

For further information write to Evis Manufacturing Co., 5955 N. Rockwell St., Chicago 45, Ill.

2850 N. Pulaski Rd., Chicago 41, Ill.

Tubular-Boiler Cleaners



The Kent Co., Inc. has developed suction cleaners to remove soot from tubular-boiler flues. The devices consist of a tool to loosen the dirt and a suction nozzle to take away the loosened soot.

According to Gordon E. Kent, president of the company, a real need for this equipment existed because the old wire-brush method was so inefficient and scattered soot around. Says Mr. Kent, "The Kent Boiler Flue Cleaners are designed to

make boiler maintenance fast, efficient, clean and thorough."

For further details write to The Kent Co., Inc., Rome, N. Y.

conventional boys' and ladies' blouse unit, claims its manufacturer.

For further information write to Ajax Presses, 619 S. Fifth W., Salt Lake City, Utah.

Blouse Finishing Unit



A cabinet unit designed for the finishing of boys' and ladies' blouses has been made available by the Ajax Pressing Machine Company.

The unit consists of Ajax models CBBY cabinet bosom, body and yoke press, equipped with boys' buck, model BSVS vertical sleeve press, and the model BCCW boys' collar-and-cuff press.

The production capacity of this unit is double that of any

Detrex Press Information

Three new catalogs covering the complete line of Detrex press equipment are now available.

Catalog DPE-5344 on shirt finishing equipment contains complete specifications on the Detrex one-girl shirt unit, two-girl shirt units, the cabinet bosom and body shirt press and the cabinet sleeve finishing press.

Catalog DPE-5343 on the firm's air-operated drycleaning presses describes the general utility press, the topper press, the mushroom press and the legger press.

Catalog DPE-5345 on foot-operated drycleaning presses gives information on the general utility presses, the topper press, the mushroom presses and the legger press.

Copies of any or all the press literature can be obtained by writing to Detrex Chemical Industries, Inc., Box 501, Detroit 32, Mich.

Ventilation Bulletin



The ILC Electric Ventilating Company has just published Bulletin 2700 on its complete line of Type L-CRF Airfoil centrifugal power roof ventilators. Capacity ratings, noise-level classifications, motor selections, installation notes and descriptions of a complete range of accessories are included.

For the bulletin write to ILC Electric Ventilating Company,

**SAVE 50% ON COVER COST
NU STAPLE NO. 19**

Spun-Fabric

LAUNDRY PRESS COVER

Made of a new miracle fibre that
lasts twice as long as nylon!

GUARANTEED

To last not less than 260 hours

MANITOWOC

909 York St.

Cotton Goods
Mfg. Co.

Manitowoc, Wis.

HIGH SPEED EXTRACTORS

- MANUAL OR FULLY AUTOMATIC
- COIN OPERATED FOR UNATTENDED STORES

BOCK WORK CENTER—WASHER AND EXTRACTOR

See your Laundry Machinery Dealer

BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

Convention Calendar

Idaho State Launderers & Dry Cleaners Association
Owyhee Hotel, Boise, Idaho,
May 15-17, 1958

New Hampshire Laundry and Cleaners Association
Eastern Slopes Inn, North Conway, New Hampshire, May 17-18, 1958

Illinois Laundryowners Association
Wagon Wheel Lodge, Rockton, Illinois, May 22-23, 1958

Oregon State Laundry Owners Association
Gearhart Hotel, Gearhart, Oregon, May 22-24, 1958

Laundry Owners & Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming
Havre Hotel, Havre, Montana, May 29-31, 1958

Georgia Launderers and Cleaners Association
Biltmore Hotel, Atlanta, Georgia, June 4-5, 1958

Ohio Laundryowners' Association
Indian Lakes (Beatley's-on-the-Lake), Russells Point, Ohio, June 4-6, 1958

Pacific Northwest Launderers & Dry Cleaners Association
Empress Hotel, Victoria, British Columbia, Canada, June 5-7, 1958

Southern Laundry & Cleaning Association
Grand Hotel, Point Clear, Alabama, June 5-8, 1958

West Virginia Launderers & Dry Cleaners Association
Daniel Boone Hotel, Charleston, West Virginia, June 20-21, 1958

Mid-West Cleaners and Launderers (Missouri and Kansas Associations)
President Hotel, Kansas City, Missouri, June 26-28, 1958

Florida Institute of Laundering & Cleaning
Hotel Fontainebleau, Miami Beach, Florida, June 27-29, 1958

Southeastern Linen Supply Association
Castle of the Clouds, Lookout Mountain, Chattanooga, Tennessee, June 28-29, 1958

Laundry, Dry Cleaning and Allied Trades' Exhibition
Olympia, London, England, July 17-26, 1958

Virginia Association of Launderers and Cleaners
Hotel Roanoke, Roanoke, Virginia, August 17-19, 1958

Obituaries

Osborn H. Cilley, 75, vice-president and director of Raybestos-Manhattan, Inc., Manheim, Pennsylvania, died on April 15 at Lancaster. Born in Lowell, Massachusetts, Mr. Cilley became associated with United States Asbestos Company (now U. S. Asbestos-Grey-Rock Division of R/M) at Manheim in 1920 as plant superintendent. In 1928 he became assistant general manager of United States Asbestos Company. He was elected a director of R/M in 1941, and in 1946 was elected a vice-president of the corporation. From 1953 to January 1, 1958, he was general manager of U. S. Asbestos-Grey-Rock Division. Mr. Cilley was a former president and director of the Mechanical Packing Association. He is survived by his wife and son.

Charles P. Leininger, 85, former president and chairman of the board of Eagle Laundry & Cleaning, Inc., Cleveland, Ohio, died April 8. Mr. Leininger joined Eagle in 1895 and purchased it a year or two later. He was for many years treasurer of the Wilbert Miller Company, a laundry supply firm. He was a director of the Central National Bank and the Citizens Federal Savings & Loan Association, and former chairman of the board of Perma Products Company. Surviving are his two sons, Hugh, and Charles P., Jr., who succeeded his father as president of Eagle.

Albert A. Mann, owner of Sunlight Laundry and Dry Cleaners, Inc., Richmond, Virginia, died in an automobile accident in Florida recently. He and Mrs. Mann, who moved last fall to a Miami suburb, were en route to Pensacola when their car was in a head-on collision with a truck. Mrs. Mann was also a victim of the accident. The Manns are survived by their two sons.

May 15, 1958

Tumblette Cook

37x30 GAS HEATED TUMBLER

MAKES OTHER DRYERS OBSOLETE!

- ADVANCED ENGINEERING • QUALITY MATERIALS
- SIMPLIFIED CONTROLS • LOW COST OPERATION

Exclusive!

TUMBLLETTE FEATURES!

- ✱ Dodge Friction-Free Power Transmission with 2 YEAR WARRANTY
- ✱ Tumblette fully warranted one year.
- ✱ Baked-on White Enamel (no extra charge for other colors)
- ✱ Baked-on Zinc Chromate Primer coat, both INSIDE and OUT.
- ✱ Fiber Glass Insulation, locks on access openings.
- ✱ COINETTE flush-mounted meters and timer models available.
- ✱ New non-clog 100% safety pilot light.

Write for full information and FREE brochures.

WASHERS • EXTRACTORS TUMBLERS

50 lb. dry wt. capacity

Cook Machinery Co., Inc.

4301 S. Fitzhugh Ave.

Dallas 10, Texas

FLUOR-O-LITE ANTICHLOR SOUR

- Helps prevent fabric damage on bleach retentive fabrics.
- Saves on fuel bills. Expels chlorine in cold water.
- Contains fluorescent dye to brighten difficult fabrics, including nylons, orlons, rayons and other synthetic fabrics.

Send for helpful free circular.

MARTENS CHEMICAL CORP.

243 Clinton Avenue, Kingston, New York

BULLDOG LINE Metal Press Pads

- FLAN-L-TEX METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC.

RED BANK
NEW JERSEY

CLASSIFIED DEPARTMENT

10c a word for the first insertion and 8c a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion, 10c a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the months. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

FOR SALE commercial and domestic laundry on West Coast. Present volume will gross \$200,000 plus annually and growing. My reason for selling is to retire. **ADDRESS:** Box 1738, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY AND SOLVENT DRYCLEANING PLANT IN TOWN 5,000 POPULATION. COLORADO MTS. \$8,000 CASH DOWN. BUYER ASSUME \$12,000 BALANCE ON EASY TERMS. ADDRESS: Box 1746, STARCHROOM LAUNDRY JOURNAL. -2

Curtain and drapery laundry and cleaning plant for sale in Los Angeles. Wholesale and retail. Established 25 years. Owner retiring. Real opportunity for younger man or couple. For particulars, **ADDRESS:** Box 1770, STARCHROOM LAUNDRY JOURNAL. -2

DRIVE-IN DRYCLEANING PLANT. Lot is 100 x 230 ft., building 50 x 90. 10-million-dollar plant going in within a few blocks. Located in **SUBURBAN WASHINGTON, D. C.** Tremendous increase in population in process in area. \$25,000 down payment. \$100,000 annual gross. **ADDRESS:** Box 1771, STARCHROOM LAUNDRY JOURNAL. -2

Modern laundry plant for sale, in east central Wisconsin. Annual volume of \$60,000 yearly. Plant includes up-to-date equipment, with new boiler. Priced to sell at \$30,000. **ADDRESS:** Box 1772, STARCHROOM LAUNDRY JOURNAL. -2

PALMA DE MALLORCA, SPAIN—Four years ago I established a modern odorless laundry and drycleaning plant here because one was very much needed, and could not miss, and yet I knew nothing about the business. I have been absent 15 months, and they did \$30,000 gross—and so were their expenses. Four years ago there were four flights a week to this city, and now there are over 55 flights each day, all loaded, so the possibilities are unlimited for a person that can take this business over and stay here. If you are interested, write me, I am here now. Nelson B. Cramer, Lavanderia Americana, Plaza Olivar 20, Palma de Mallorca, Spain. (Please write air mail.) 1773-2

Modern well-established laundry and drycleaning plant, located in east central West Virginia. The only laundry in a town of ten thousand population. Real opportunity for younger men interested in a business of their own. Terms reasonable. Elkins Laundry and Dry Cleaning, Inc., Elkins, West Virginia. 1782-2

For rent, sale or we'll merge with you. We have an up-to-date new rug cleaning plant located in Newark, N. J. Latest new labor-saving equipment—set up efficiently for large volume with little labor cost. What have you to offer? **ADDRESS:** Box 1783, STARCHROOM LAUNDRY JOURNAL. -2

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

HARTFORD, CONN. Production superintendent. City's largest retail laundry and drycleaning plant, quality services only. Background must include successful production experience, above-average mentality, education, training, record of getting things done through others promptly and efficiently. Apply, including recent photo if convenient. **ADDRESS:** Box 1756, STARCHROOM LAUNDRY JOURNAL. -7

HERE'S A SPECIAL OPPORTUNITY FOR A SALES MANAGER FOR ROUTES: To join one of largest, finest and fastest growing laundry-drycleaning-rug plants on Eastern seaboard and to take full charge of route sales program. Aggressiveness, drive, ambition are essential personal characteristics together with the ability to lead, train, direct and develop men. Individuals with proper qualifications have permanent long-range future with our company. Future earning potential excellent. Applications will be treated in strict confidence. Send complete details concerning background and experience. **ADDRESS:** Box 1763, STARCHROOM LAUNDRY JOURNAL. -7

HELP WANTED (Cont'd)

SHIRT SUPERVISOR: An experienced supervisor to take charge of shirt department in one of largest laundries on Eastern Seaboard. Ability to train employees, supervise department and maintain quality shirt prime requisites. Excellent earnings and future for properly qualified individual. Send complete resume concerning background and experience. **ADDRESS:** Box 1778, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY MANAGER: Excellent opportunity for thoroughly qualified person to take complete charge of laundry department in one of largest laundry-drycleaning plants in Middle Atlantic States. Ability to manage, lead, train, direct and develop employees essential qualification. Individuals with proper background have permanent long-range future with our company. Earning potential excellent. Applications will be treated in strict confidence. Send complete details concerning background. **ADDRESS:** Box 1779, STARCHROOM LAUNDRY JOURNAL. -7

MAINTENANCE SUPERINTENDENT—Knowledge and experience in machinery, power, buildings, for full charge in one of leading plants in New England. State education, training, experience, age and salary. **ADDRESS:** Box 1780, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY TEXTILE MANUFACTURER HAS OPPORTUNITY FOR EXPERIENCED SALESMAN. SELL QUALITY LINE DIRECT ON SALARY AND COMMISSION OR AS SIDELINE COMMISSIONS ONLY. PROTECTED METROPOLITAN NEW YORK CITY, NEW JERSEY AND PENNSYLVANIA TERRITORY. TAKE OVER ACTIVE ACCOUNTS. REAL CHANCE FOR LIVE WIRE. ADDRESS: Box 1788, STARCHROOM LAUNDRY JOURNAL. -7

SITUATIONS WANTED

EXECUTIVE-TYPE MANAGER. EXCELLENT RECORD FOR EFFICIENT, PROFITABLE OPERATION. KNOWLEDGE OF ALL PHASES LAUNDRY, DRYCLEANING, LINEN SUPPLY AND DIAPER SERVICE. SALARY AND BONUS BASED ON RESULTS. ADDRESS: Box 1743, STARCHROOM LAUNDRY JOURNAL. -5

Plant manager or superintendent. 20 years experience. All phases family, industrial or linen supply. 43 years old. Production, methods and analysis specialist. **ADDRESS:** Box 1757, STARCHROOM LAUNDRY JOURNAL. -5

PARTNER: Young man, married with dependents, capable and ambitious, desires to become active working partner, or buy out entirely, small to medium laundry and drycleaning plant. Capital available to invest. A.I.L. graduate and 10 years background of ownership management. **ADDRESS:** Box 1760, STARCHROOM LAUNDRY JOURNAL. -5

PRODUCTION MANAGER, years of experience with large organizations, all phases, linen, steam laundry, hotels and hospitals. Capable of supervising and training employees with ability to get along with people. **ADDRESS:** Box 1767, STARCHROOM LAUNDRY JOURNAL. -5

Cost reduction and a minimum of customer-turnover depend entirely on quality workmanship. Enthusiastic management creates enthusiasm. Leadership, know-how, and a fine employee relationship record have achieved enviable results. A challenging opportunity is desired. Family responsibilities, permanent connections only, may entertain part-ownership proposal. **ADDRESS:** Box 1789, STARCHROOM LAUNDRY JOURNAL. -5

WHOLESALE LAUNDRIES AND LINEN SUPPLY PLANTS, PLANT SUPERINTENDENT OR LAUNDRY MANAGER. Thorough knowledge of washroom formulas, proven background in flatwork and press department. Excellent ability in working with employees, making for sound employer-employee relations. Total labor costs of last employer dropped from 35% to 20%; profit margin increased from 7% to 20%. Cost analysis chart, regarded by nationally known laundry accountant to be the finest he has seen, will be sent with personal resume. Will sell wholesale accounts only. Moderate starting salary requirements. **ADDRESS:** Box 1790, STARCHROOM LAUNDRY JOURNAL. -5

LIQUIDATION SALE!

Fine Modern Laundry and Drycleaning Machinery of the YORK CITY LAUNDRY

30-32 East King Street

(Phones: 7503 — 6-4113)

York, Penna.

Act Fast. Must Vacate Immediately!

Building Has Been Leased! Everything Has Got To Go!

All Equipment is in Excellent Running Condition. Electrical Specifications: 220 Volts-60 Cycle-3 Phase A. C.

WIRE — WRITE —

WASHERS

42 x 84 2 pockets 2 doors Stainless Steel
Unloading Washer
42 x 96 2 pockets 2 doors Stainless Steel
Unloading Washer
42 x 96 3 pockets 3 doors American Master Cascade
42 x 84 American Norwood Cascade
42 x 84 American Master Cascade
42 x 84 American Washer
36 x 54 American Washer
24 x 24 M. B. D. Washer

TUMBLERS

2—Hoffman 36-30 4 Coil
1—Huebsch 36-30 4 Coil
1—Huebsch 42-42
1—Huebsch Twin
1—Purkett 48"
All Tumblers have Leaf Front Bearing

EXTRACTORS

54" American NoTrux with Hoist and 2 sets containers
48" American Humatic
30" American Motor Driven
20" Back
15" Back

IRONERS

8 Roll 120" Troy Streamline
Huebsch Handkerchief Ironer

PRESSES

54" Prosperity Power Circle Wearing Apparel Press
219 Prosperity P. O. Mushroom
5420 Prosperity Linen Supply Presses

PRESSES—Air Driven

Prosperity P. O. Cut A Way Press
Prosperity 723 P. O. Uniform Press
Hoffman 51" Wearing Apparel Press
Prosperity Alligator Press
Prosperity 323 P. C. Handkerchief
Hoffman Legger—Hot Head
Hoffman Pant Topper
Hoffman 42" Utility
Prosperity Shirt Units
Forse Cabinet Shirt Units

OFFICE EQUIPMENT

National Bookkeeping Machine—19 Routes
—Like New
Adding Machines
Typewriters—Desks—Chairs
Public Address System and Speakers
Safes—Filing Cabinets
Bookkeeping Machine

DRYCLEANING

100 lb. Washex 2 Bath
Petroleum Unit Complete with
Filters & Pumps

4—Huebsch 36-30 Tumblers
4—Hoffman X Combo Presses
1—Hoffman Silk Offset Press
Spotting Boards
Cissell Twin Dryer
Slick Rails
Glover Silk Finishing Board
Hoffman Hot Head Pant Topper
Excelsior 4 Way Fabric Head Puffers
Cissell Silk Finishing Boards
Hoffmanikin
Cissell Spot Board
Cissell Sleeve Finisher
25 gal. Bowser Still
75 gal. Hoffman Still
5 M Olson Filter
2500 gal. Hopkins Bag Filter

MISCELLANEOUS

Toledo Scales—Time Clock
Wash Trucks—Bagger
Detecto Scale—Leaf Sleever
Reliable Fur Drum—Fans
Button and Sewing Machines
Marking Machines
Fire Extinguishers
Canvas Baskets
Bishop Sorting Reels
Steam Traps
Water Coolers
Starch Cooker
Bishop 3 Way Puff Set
60 ft. Conveyors
30 ft. Conveyors
Bishop Sorting Bins
Huebsch Sock Form
3 HP Worthington Compressor
5 HP Ingersoll Rand Compressor
1 Carpet Cleaner (Rug Beater)
Rug Cleaning Equipment

POWER PLANT

50 HP Gas Fired Burner
Hot Water Tanks
Return System

TRUCKS

1950 International Panel ¾ Ton
1950 Dodge Panel ½ Ton
1954 International Panel ½ Ton
1954 International Panel ¾ Ton
1953 International Metro ½ Ton
1954 International Metro ¾ Ton
1955 Dodge Panel ½ Ton
1955 International Metro ¾ Ton

Arrangements Made For Loading and Trucking. By Appointment—Saturday and Sunday.

TALLEY LAUNDRY MACHINERY COMPANY

GREENSBORO

(Phone: BR 4-1594)

NORTH CAROLINA

YORK, PENNA. PHONES: 7503 — 6-4113

MACHINERY FOR SALE

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" **TAPERED AS WELL AS MUSHROOM PRESSES.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 48 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9568-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR-DRIVEN. 36" x 30" HUEBSCH and AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN. 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

40" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

34 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 4-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT; IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

Five 48 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 28" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

50" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

Leaf Leggers and Pocketeers. Equal to new. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1536-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

Hoffman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

ASHER ironers 45 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

5 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. **Special price \$225 each.** ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. -4

36 x 54 AMERICAN CASCADE WASHER, Monel metal, 2-pocket, 2-door rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1268-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

PROSPERITY 38" P. C. WEARING APPAREL PRESSES, a real bargain. Talley Laundry Machinery Co., Greensboro, N. C. 1276-4

MACHINERY FOR SALE (Cont'd)

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84; also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48, and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent saver, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 1722-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic unit—10 lb. Columbia unit. 1723-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants. Prices reasonable, with terms. Request availability list without obligation. 1724-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrette. List the machines you have for sale with us. 1725-4

1 Hedron Ruffle Ironer, 115 Volts, A.C. or D.C. foot rheostat control, hardly used. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1492-4

EIGHT-ROLL AMERICAN 120" IRONER, rebuilt and guaranteed, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1271-4

48" AMERICAN OPEN-TOP EXTRACTOR, in excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1272-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 4-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE. IN NEW-MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

Three-girl Prosperity shirt unit with Unipress cabinet sleeve, Cissell sock former, Huebsch hanky ironer (large), Huebsch 24 x 30 tumbler, Leaf trouser former, 25-gallon starch cooker, 48" Troy 1000 RPM motor-driven extractor, 250# Toledo scale, three Ribbon-Rite marking machines, 28" Troy extractor with motor, several Key-Tag sets, one National Marking Machine, 15 HP. Orr & Sombower S.M. oil-fired boiler (completely automatic), 100 HP. Kewanee boiler—fully automatic—combination gas or oil. Burner and controls are new. All these items are priced for quick sale. Nevens Co., Cleaners & Launderers, 1201 Marquette Ave., Minneapolis, Minn. 1791-4

NATIONAL LAUNDRY ENTERING AND ROUTE CONTROL MACHINE FOR NINE DRIVER ROUTES AND A CALL OFFICE CASH CONTROL. USED VERY LITTLE. ABOUT THREE YEARS OLD. AS GOOD AS NEW. ADDRESS: Box 1792, STARCHROOM LAUNDRY JOURNAL. 4

PURKETT 72" HEATED CONDITIONING TUMBLER, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1731-4

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

UNIPRESS CABINET SHIRT UNIT, CONSISTING OF: CABINET BOSOM, CABINET SLEEVE, SPECIAL YOKE PRESS AND AUTOMATIC FOLDING TABLE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4

For sale: One—48" Purkett heated big-mouth conditioner with table, A-1 shape. \$1,000 F.O.B. Manchester, N. H. Crystal Laundry & Dry Cleaners Inc., 213 Union Street, Manchester, N. H., Phone: NA 4-4374. 1753-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4

5-Prosperity #25 fully automatic open-end washers with supply injectors. Bargain—2 years old. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1585-4

1—48" all stainless-steel open-top extractor—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1587-4

Complete plant to be moved, eight-roll American, vacuum, Hamilton spring, Revolite, automatic folder, Sager spreader, No-Trux, 185 HP. International boiler, Prosperity presses, metal washers, Huebsch tumblers, etc. 2431 Weisenberger, Fort Worth. Owner, Clarence Whiteside, Great Plains Life Building, Lubbock, Texas. 1774-4

One—30 x 120" Watts double-cylinder **FLATWORK IRONER** in operation. **PROSPERITY SHIRT UNITS WITH CABINET SLEEVE. BROOKS LAUNDRY**, 600 NORTH BOULEVARD, OAK PARK, ILLINOIS. 1775-4

FOR SALE: AMERICAN two-roll, chest-type return 120" ironer. **AMERICAN** 16" cylinder-type steam return 100" ironer, Bock 17" extractor. 42 x 54" stainless-steel washers and up. Unipress and Ajax single-lay cabinet sleeve. 10 HP. Bryan gas-fired boiler. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 WEST LAKE STREET, CHICAGO, ILLINOIS. NEVADA 8-7764. 1776-4

EIGHT SUPER ZARMO FULL AUTOMATIC #611 MODEL 43 AMERICAN LAUNDRY BODY PRESSES. GOOD OPERATING CONDITION. DISCONTINUED ON ACCOUNT CHANGING METHODS. WILL ACCEPT ANY REASONABLE OFFER. PUBLIX SHIRT CORPORATION, MYERTOWN, PA. 1777-4

One Muroza feather sterilizing machine, double compartment, 14 to 16 pillows per hour. Made by American Laundry Machinery Company. Original cost over \$5,000. Price F.O.B. our plant \$750. Write for particulars. **ADDRESS: Box 1784, STARCHROOM LAUNDRY JOURNAL.** 4

TROY two-roll return-type ironer, three years old. **PROSPERITY** 60# semi-automatic washers. **PROSPERITY** 25# full automatic washers. **MERCURY** drycleaning unit. **GROSS** 30" laundry extractor. **PROSPERITY** dry-cleaners press. **TROY** wearing apparel unit. **AMERICAN** Tiltor shirt unit. **IG. WEINGARTNER & SON INC.**, 4738 Eaton Avenue, St. Louis 13, Mo. 1785-4

National Cash Register Co. accounting and route control machine, designed for laundry and drycleaning. Adelman Laundry Co., 709 E. Capitol Drive, Milwaukee, Wisconsin. 1786-4

Five Huebsch and American Zone-Air 36 x 30 open-end steam tumblers. AC 220—two-phase—60 cycle—good condition. \$150 each. Stork Diaper Service, 4821 Aspen Street, Philadelphia, Pa. TR 8-1000. 1787-4



join
Starchroom

Laundry Journal's

**"\$10,000 PARADE OF PROGRESS"
CONTEST**

cash awards

certificates of honor

national publicity

DETAILS ON PAGE 35

MACHINERY WANTED

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 874, **STARCHROOM LAUNDRY JOURNAL**. -3

Six- and eight-roll **IRONERS**. All makes and sizes, 54", 50" and 48" Notrux extractors, eight- and six-roll American or Troy ironers. Highest prices paid! **ADDRESS:** Box 1414, **STARCHROOM LAUNDRY JOURNAL**. -3

These helpful booklets

Can Show YOU HOW To:

- ▶ Solve special problems
- ▶ Train new help
- ▶ Make more money

1. How To Clean Cotton Rugs\$.25
2. Manual for Training Silk Finishers 1.00
3. The Laundry Primer50
ABC's of washroom operation
4. Storage for the Drycleaner50
5. Guide to Plant Layout 1.00
making the drycleaning plant more efficient
6. How To Train Finishing and Folding
Operators in the Laundry 1.00
7. Manual for Training Wool Finishers 1.00
the complete job on all types of garments
8. Guide to Construction and Remodeling of
Drycleaning Plants 1.00
9. How To Build a Greater Demand for
Your Professional Laundry Services 1.00
10. Advertising That Builds and Holds
Laundry Business 1.00
11. Fur Book 1.00
complete textbook on cleaning, repairing
and remodeling furs
12. Legal Decisions for the Drycleaner 2.00
13. The Charged-System Roundup 1.00
14. Fabric Facts 1.00
how to identify, clean, spot and finish
all kinds of textiles

To order, check number and mail coupon.

Special rates on quantities quoted on request.

REMITTANCE MUST ACCOMPANY ALL ORDERS

S-5

STARCHROOM LAUNDRY JOURNAL

305 East 45th St., N. Y. 17, N. Y.

Send books indicated below.

My check for _____ is enclosed.

1	2	3	4
5	6	7	8
9	10	11	12
13	14		

Name _____

Firm _____

Street _____

City _____

State _____

POWER PLANT EQUIPMENT FOR SALE

FOR SALE: HEATER EXCHANGER—SHELL AND TUBE TYPE, 21 FEET LONG (4 SECTIONS), 1" ADMIRALTY TUBES. EXCELLENT CONDITION. PLANT HAS OUTGROWN THIS UNIT. FOR COMPLETE DETAILS CONTACT COVERALL SERVICE & SUPPLY INC., 551 SMITH STREET, BUFFALO, NEW YORK. 1636-36

84" x 216" PATTERSON-KELLEY ASME and PENNSYLVANIA CODE WATER HEATER TANK WITH 2 HEATING ELEMENTS. Capable of furnishing 7500 gallons hot water per hour. **BREADY WASTE WATER HEAT RECLAIMER**, having 8 sections of reclaimer units 8" in diameter by 18' long. **IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.** 1734-36

MANUFACTURERS REPRESENTATIVES

Soft-sell—hard-working manufacturers' representative with excellent jobbers relations wants one more major line to promote teeming Northeast area. Now representing three top companies in the field. (No gimmicks or equipment, please.) **ADDRESS:** Box 1764, **STARCHROOM LAUNDRY JOURNAL**. -19

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1928-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass.** 3240-38

CONSULTANTS

Surveys of complete plants, of single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT, 745 Fifth Avenue, New York 22, N. Y. Tel: ELdorado 5-1353.** 1612-25

25 years experience in quality and production problems. Special training courses for all employees in shirt and press departments. **EFFICIENCY:** Press equipment layouts; routes and sales; office and claims; specialized systems; production and quality, technical problems. Written references furnished upon request. Sales promotion with beneficial results. **NATHAN BOYSON, LAUNDRY MANAGEMENT CONSULTANT SPECIALIST, 1444 43rd Street, Brooklyn 19, N. Y. ULster 4-5820.** 1781-25

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON NETS, \$13.50 PER DOZEN, FINEST QUALITY. SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 1582-45

Manufacturers of Osnaburg, sheeting, and all other **COTTON LAUNDRY BAGS**, plain or printed with your advertisement in **ANY SIZE**, with or without drawstrings or grommets, at low prices, delivered your place. **BARCHENKO BAG and BURLAP CO., 370-374 Cleveland Street, Brooklyn 8, N. Y.** 1716-45

BUSINESS SERVICE

Double-breasted suit coats made single. \$9.95 wholesale. By mail. Tailoring, any kind. Also instructions. **Talis & Company, 11 Pleasant St., Worcester, Mass.** 1744-10

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa.** 654-13

Advertisers in This Issue

A

Advisory Council	34
Ajax Presses	9
Ald, Inc.	27
American Laundry Machinery Co., The	4-5

B

Barker Manufacturing Co.	74
Bishop David Freeman Co.	1
Bock Laundry Machine Co.	74
Braun, Inc., G. A.	30-31

C

Chemstrand Corp., The	69
Chicago Dryer Co.	41
Cissell Manufacturing Co., Inc., W. M.	22-23
Classified Department	76-80
Clinton Corn Processing Co.	15
Cook Machinery Co., Inc.	75
Cowles Chemical Co.	Fourth Cover
Cummings-Landau Laundry Machinery Co., Inc.	71

D

Divco-Wayne Corp.	39
-------------------	----

E

Ellis Drier Co., The	Third Cover
----------------------	-------------

G

Gasway Corp.	19
Gibraltar Fabrics, Inc.	3

H

Huebsch Originators	17
Hungerford & Terry, Inc.	63

J

Jomac Inc.	45
------------	----

K

Keever Starch Co., The	55
Key-Tag Checking System Co.	72
Knitted Padding Co.	25
Kohnstamm & Co., Inc., H.	21

MR. MANUFACTURER:

CHECK PAGE 38!

"How To Be a Winner"
gives your customers spe-
cific help in preparing en-
tries for The JOURNAL's
\$10,000 PARADE OF
PROGRESS Contest.

You're welcome to re-
prints of the article for
distribution or mailing to
the users of your equip-
ment and supplies.

Just contact

Starchroom
LAUNDRY JOURNAL
305 East 45th Street
New York 17, N. Y.

L

Ludell Manufacturing Co.	62
--------------------------	----

M

Manitowoc Cotton Goods Mfg. Co.	74
Martens Chemical Corp.	75
Minnesota Mining & Manufacturing Co.	43

N

National Cleaner & Dyer	50
-------------------------	----

O

Olin Mathieson Chemical Corp.	57
-------------------------------	----

P

Pantex Manufacturing Corp.	33
Patterson-Kelley Co., Inc., The	61
Pennsalt Chemicals Corp.	47
Pocock, M. A.	7
Pocono Fabricators, Inc.	65
Procter & Gamble	11
Prosperity Co., The	49, 51

R

Raybestos-Manhattan, Inc., Revalite Division	66
---	----

S

Smith Inc., X. S.	75
Staley Manufacturing Co., A. E.	56
Starchroom Laundry Journal	35, 36, 58-59

T

Talley Laundry Machinery Co.	77
Textile Marking Machine Co., Inc.	73
Thomaston Mills	72

U

Unipress Co., The	37
-------------------	----

W

Washex Machinery Corp.	67
Whitehouse Nylon Products	53
Wilson Chemical Co., A. L.	29
Wyandotte Chemicals Corp.	2nd Cover

Z

Zeldler Manufacturing Co.	68
Zooz Chemical Co., Victor	74

In The Wash...

Contest Question

To the Editor:

This is my problem: I was employed with the ——— Laundry Co., between October 1956 and October 1957, I was in charge of the wholesale department. I had decreased the total labor costs from 35 percent to 20 percent. I showed my cost analysis chart to ———. He considered my cost analysis chart the best he had seen for that type of operations. Wholesale laundries and linen supply plants generally average 30 to 40 percent total labor costs.

I am no longer associated with ———, and I am now in the process of having interviews with other firms. ——— is a subscriber to STARCHROOM LAUNDRY JOURNAL; I also have a subscription.

My questions: Can I submit a story on how I reduced labor costs from 35 percent to 20 percent on a plant that I was formerly employed by?

Would I have to get my former employer's okay and his verification on the entry?

In addition to the story I may write, I would submit a cost analysis chart of my department. Would you require that I get my former employer's okay before you would accept it?

In the event that my former employer would refuse to release this information, what alternatives do I have?

Could I go ahead and write my story and submit my cost analysis chart irrespective of his approval?

K. M.
Massachusetts

We will accept your entry provided it is signed and verified by the plant-owner or an officer or executive of the company you worked for. (See Rule #7.) You will have to work out some personal arrangement with your former employer regarding the writing of the story, the use of the cost analysis chart and the disposition of prize money in the event that your entry is selected as a winner by our panel of judges.—EDITOR

X Is the Spot

To the Editor:

Would you please send the information as listed. What can be used to reclaim a washer load of hand towels

that are badly spotted with X-ray fluid?

VALENTINE LAUNDRY
Valentine, Neb.

We didn't have an answer for this one so we turned it over to the National Association of Institutional Laundry Managers. Their answer follows.—EDITOR

To the Editor:

From Metlab in Philadelphia, a firm supplying X-ray film, etc., I learned that the film is coated with silver nitrate and from there on the answer is simple but costly, and I doubt very much your inquirer would be interested. It's a question whether the end justifies the means.

To remove silver nitrate stains (which are from a deep brown to black) treat entire stain with iodine. This changes the silver nitrate to silver iodide. Then treat the silver iodide with sodium hydrosulfite. Follow with regular white-work formula.

Most silver nitrate stains encountered are small, accidentally caused. On nurses' uniforms, lab coats, etc., removal is by spotting. How your inquirer will follow the removal process on a large scale intrigues me. However, this is the answer.

HEYWOOD M. WILEY
Executive Secretary
National Association of Institutional
Laundry Managers
Philadelphia, Pa.

Roller Towels for Manila

To the Editor:

In the December 1957 issue of your JOURNAL, we read with interest the continuous towel service rendered by the Modern Silver Linen Supply Company, Inc., of New York.

We are in the towel and linen service for forty years and the postwar period has brought many changes in

regards to the service. Some of the services we are rendering amongst them is towel service for washrooms of hotels, restaurants and clubs.

We believe the continuous towel services as prescribed in your magazine could be used here in the Philippines.

We are therefore asking your help to furnish us with the names and addresses of the manufacturers of the necessary winders and towel cabinets needed, and we shall communicate with them directly.

K. M. ZENNER
Vice-President

The Sanitary Steam Laundry Co.
Manila, Philippines

Wash-and-Wear

To the Editor:

Congratulations on your presentation of the wash-and-wear problem in your February issue. We found it most interesting and helpful.

J. B.
Chicago, Ill.

Somebody Goofed

To the Editor:

Pages 66 to 74 (April issue) missing from my copy of STARCHROOM LAUNDRY JOURNAL. Are you checking to see if readers get that far?

ED. PIPER
Laundry Manager
Temple University Hospital
Philadelphia, Pa.

Sounds like a good idea. Actually, the book is made up in sections and—well, somebody goofed. We are rushing full copy so you can catch up with our other readers.—EDITOR

Editorial Teamwork

To the Editor:

Sorry, I haven't been able to find a picture of our plant as it appeared before we modernized it.

NEAL EHLERS
Forest City Laundry
Middletown, Conn.

Fortunately, my good wife took a couple of snapshots of the plant when we visited Middletown several years ago. See the Forest City story in April STARCHROOM.—EDITOR

Let's Hear From You...

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

WORLD'S LARGEST UNLOADING WASHER



60 x 120 Open Pocket
Completely Automatic
Unloading Open Pocket
Type Washer

Installed in the Chicago
plant of the American
Linen Supply Company

Built by ELLIS for Maximum Economies

This giant 60 x 120 Stainless Steel Open Pocket Unloading Type Washer is another step in Ellis leadership . . . the first ever designed to deliver a record capacity of approximately 20,350 pounds of continuous toweling per 8-hr. shift, averaging about 1850 lbs. per load.

For this big machine, a shorter formula is set up than used on other units. Open-pocket action permits washing of larger loads in less time. Exactly 45 minutes is required to process one load . . . washing time is 33 minutes . . . loading and unloading time is clocked at 12 minutes.

The Washer is connected to a central supply system that delivers all washing supplies directly to the unit, metered and timed to a scheduled formula. The greatly increased capacity in minimum floor space, lowering operating and maintenance costs, and saving in man-hours, all make for plant efficiency and profits.

SPECIFICATIONS:

Washer constructed of 18-8 Stainless Steel. Cylinder driven from both ends by 2 motors driven through two spiral drive units, electrically and mechanically connected for balanced torque. Three 10" dump valves, four 3" water valves, with continuous water manifold, all pneumatically operated.

BUILT FOR ALL SIZE PLANTS

Ellis engineers design equipment for small or large plants, insuring maximum economies of operation.

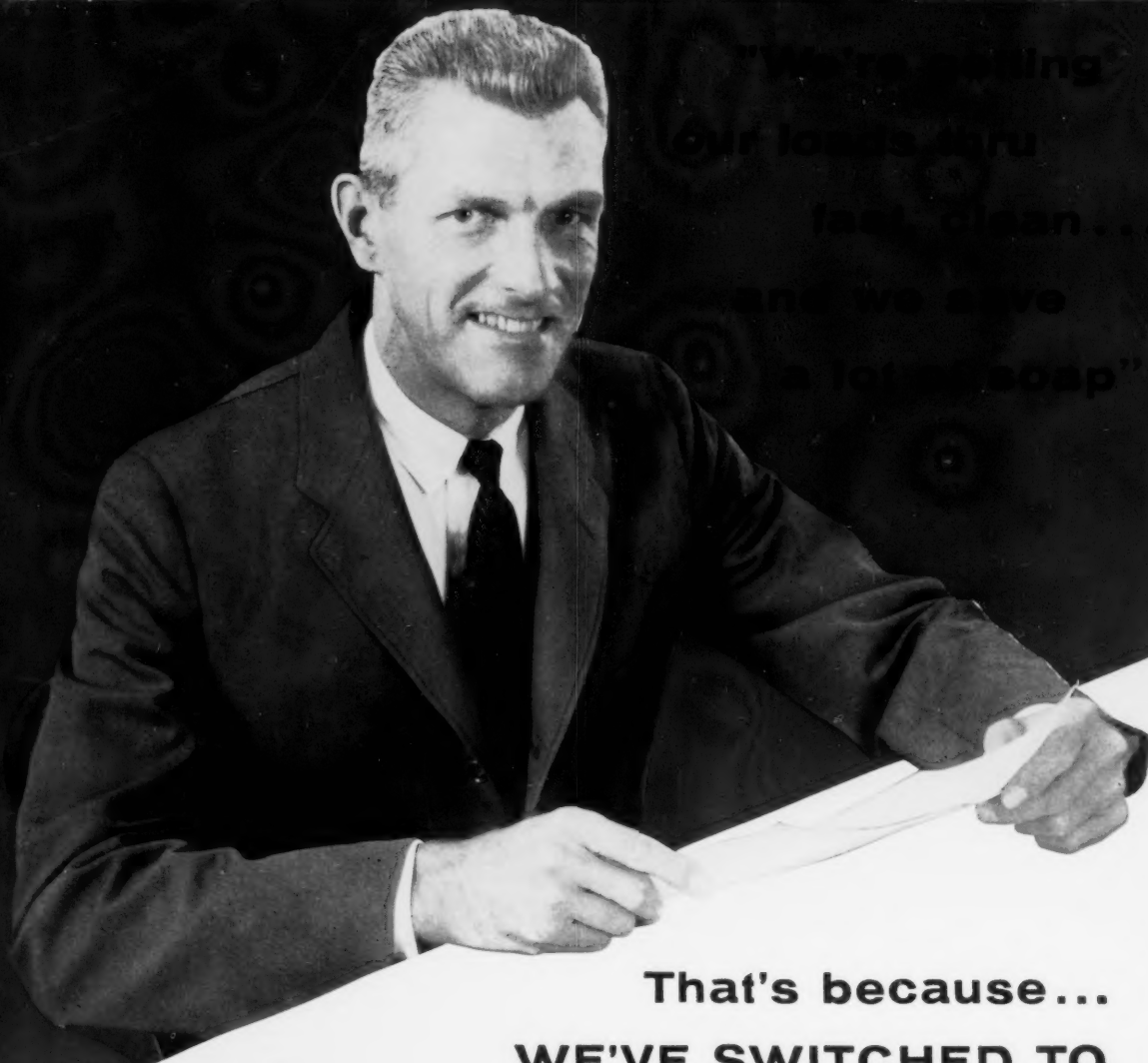
The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

REPAIR PARTS—

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company



That's because...
WE'VE SWITCHED TO

Cowles

ESCOLIN

Cowles ESCOLIN speeds your washing process—often gives you an extra round on those busy afternoons—because you wash cleaner, faster with ESCOLIN.



ESCOLIN gets out more stains—with *less* soap—saves you \$\$\$.

ESCOLIN washes everything that comes into your plant—at a top temperature of 160° F. No steam on the wheel.

ESCOLIN keeps your rinsing temperatures down, too.



CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio